

LEWIS & HARRISON

122 C Street, N.W. Suite 505
Washington, DC 20001
telephone 202.393.3903
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Consultants in Government Affairs

July 10, 2014

VIA FEDERAL EXPRESS

Document Processing Desk [REGFEE]
Office of Pesticide Programs (7504P)
U. S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

ATTENTION: Jacqueline Hardy
Product Manager, Team 34

SUBJECT: S. C. Johnson & Son Inc.
GURNEY (EPA Reg. No. 4822-__)
Application for Registration of a New End-Use Product
PRIA Category A531

Dear Ms. Hardy:

On behalf of S. C. Johnson & Son Inc. ("SCJ"), I am submitting an application to register their end-use product, **GURNEY (EPA Reg. No. 4822-__)**. **GURNEY** contains lactic acid as its active ingredient and is identical in use and composition to the currently-registered product, Hygeia (EPA Reg. No. 4822-592). However, SCJ would like to include additional efficacy claims against human coronavirus on the **GURNEY** label.

To support the registration for **GURNEY**, SCJ is citing the product specific data on file with the Agency for Hygeia (EPA Reg. No. 4822-592). To support the additional claims against human coronavirus, SCJ is submitting a new efficacy study. To satisfy all generic data requirements, SCJ is relying on the **Formulator's Exemption** given that the source of active ingredient is currently registered with USEPA.

REGISTRATION FEE:

This registration application falls under PRIA Category A531 with an assigned fee-for-service charge of \$1,737.00 and a review timeline of 4 months. Please note that SCJ submitted payment to the Agency on 6/16/2014 and I am including a copy of the payment for your records. You can contact me at alkoster@lewisharrison.com if you have any questions about the submitted payment.

DOCUMENTS ENCLOSED:

Enclosed please find the following documents in support of this registration:

1. Application for Pesticide Registration Form;
2. Confidential Statement of Formula for one (1) Basic Formulation and four (4) Alternate Formulations;
3. Certification with Respect to Citation of Data Form;
4. Data Matrix Forms (Agency and Public versions);
5. Formulator's Exemption Form;
6. Proposed Product Label. For the reviewer's convenience, I am also including a highlighted label, which shows the differences between the **GURNEY** label and the Hygeia label;
7. Product Efficacy Data; and,
8. Transmittal Document.

Thank you for your assistance with this application. If you have any questions about this submission, please call me at 202-393-3903 ext. 17 or e-mail me at alkoster@lewisharrison.com.

Sincerely,



Ana Rodriguez-Koster
Agent for S. C. Johnson & Son Inc.

Enclosures

cc: Monisha Harris, S. C. Johnson & Son Inc.

 EPA United States Environmental Protection Agency Washington, DC 20460	<input checked="" type="checkbox"/> Registration <input type="checkbox"/> Amendment <input type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide - Section I

1. Company/Product Number 4822-____	2. EPA Product Manager Jacqueline Hardy	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) GURNEY	PM# Team 34	
5. Name and Address of Applicant (Include ZIP Code) S. C. Johnson & Son Inc. 1525 Howe Street Racine, WI 53403 <u>PLEASE SEND ALL CORRESPONDENCE TO</u> <u>"CONTACT POINT" LISTED BELOW</u> <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(I), my product is similar or identical in composition and labeling to: EPA Reg. No. 4822-592 Product Name: Hygeia

Section - II

<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated _____ <input type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input checked="" type="checkbox"/> "Me Too" Application <input type="checkbox"/> Other - Explain below
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Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

Registration Service Fee**PRIA Fee Category A531****Fee = \$1,737.00; Review Time = 4 Months****Please contact me regarding payment of this fee at alkoster@lewisharrison.com****Section - III**

1. Material This Product Will Be Packaged In:			
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt. No. per container	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt. No. per container	2. Type of Container <input type="checkbox"/> Metal <input checked="" type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify)
* Certification must be submitted			
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container <div style="text-align: center;">16 oz. to 1 gal.</div>		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On labeling accompanying product
6. Manner in Which Label is Affixed to Product <input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Other _____ <input checked="" type="checkbox"/> Paper glued <input checked="" type="checkbox"/> Stenciled			

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)			
Name Ana Rodriguez-Koster, Lewis & Harrison, LLC, 122 C Street NW, Ste. 505, Washington, DC 20001	Title <div style="text-align: center;">Agent</div>	Telephone No. (Include Area Code) <div style="text-align: center;">202-393-3903 x. 17</div>	
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped)
2. Signature 	3. Title <div style="text-align: center;">Agent</div>		
4. Typed Name <div style="text-align: center;">Ana Rodriguez-Koster</div>	5. Date <div style="text-align: center;">7/10/2014</div>		


UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
**401 M Street, S.W.
WASHINGTON, D.C. 20460**

Paperwork Reduction Act Notice: The public reporting burden for this collection of information is estimated to average 1.25 hours per response for registration activities and 0.25 hours per response for reregistration and special review activities, including time for reading the instructions and completing the necessary forms. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden to: Director, OPPE Information Management Division (2137), U.S. Environmental Protection Agency, 401 M Street, S.W., Washington, DC 20460. Do not send the form to this address.

Certification with Respect to Citation of Data

Applicant's/Registrant's Name, Address and Telephone Number S.C. Johnson & Son Inc., 1525 Howe Street, Racine, Wisconsin 53403 (202-393-3903)	EPA Registration Number/ File Symbol 4822-___
Active Ingredient(s) and/or representative test compound(s): Lactic Acid	Date July 10, 2014
General use pattern(s) (list all those claimed for this product using 40 CFR Part 158) Indoor	Product Name GURNEY

NOTE: If your product is a 100% repackaging of another purchased EPA-registered product labeled for all the same uses on your label, you do not need to submit this form. You must submit the Formulator's Exemption Statement (EPA Form 8570-27).

☐ I am responding to a Data Call-In Notice, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).

SECTION I: METHOD OF DATA SUPPORT (Check one method only)

<input type="checkbox"/> I am using the cite-all method of support, and have included with this form a list of companies sent offers of compensation (the Data Matrix form should be used for this purpose).	<input checked="" type="checkbox"/> I am using the selective method of support (or cite-all option under the selective method), and have included with this form a completed list of data requirements (the Data Matrix form must be used).
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SECTION II: GENERAL OFFER TO PAY

[Required if using the cite-all method or when using the cite-all option under the selective method to satisfy one or more data requirements]

☐ I hereby offer and agree to pay compensation, to other persons, with regard to the approval of this application, to the extent required by FIFRA.

SECTION III: CERTIFICATION

I certify that this application for registration, this form for reregistration, or this Data Call-In Notice is supported by all data submitted or cited in the application for registration, the form for reregistration, or this Data Call-In response. In addition, if cite-all option under the selective method is indicated in Section I, this application is supported by all data in the Agency's files that (1) concern the properties or effects of this product or an identical or substantially similar product, or one or more of the ingredients in this product; and (2) is a type of data that would be required to be submitted under the data requirements in effect on the date of approval of this application if the application sought the initial registration of a product of identical or similar composition and uses.

I certify that for each exclusive use study cited in support of this registration or reregistration, that I am the original submitter or that I have obtained the written permission of the original submitter to cite that study.

I certify that for each study cited in support of this registration or reregistration that is not an exclusive use study, either: (a) I am the original data submitter; (b) I have obtained the written permission of the original data submitter to use this study in support of this application; (c) all periods of eligibility for compensation have expired for the study; (d) the study is in the public literature; or (e) I have notified in writing the company that submitted the study and have offered (i) to pay compensation to the extent required by sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA; and (ii) to commence negotiations to determine the amount and terms of compensation, if any, to be paid for the use of the study.

I certify that in all instances where an offer of compensation is required, copies of all offers to pay compensation and evidence of their delivery in accordance with sections 3(c)(1)(F) and/or 3(c)(2)(B) of FIFRA are available and will be submitted to the agency upon request. Should I fail to produce such evidence to the Agency upon request, I understand that the Agency may initiate action to deny, cancel or suspend the registration of my product in conformity with FIFRA.

I certify that the statements I have made on this form and all attachments to it are true, accurate and complete. I acknowledge that any knowingly false or misleading statements may be punishable by fine or imprisonment or both under applicable law.

Signature	Date July 10, 2014	Typed or Printed Name and Title Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.
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DATA MATRIX

Date July 10, 2014			EPA Reg. No./File Symbol 4822-____		Page 1 of 3
Applicant's/Registrant's Name & Address: S.C. Johnson & Son Inc., 1525 Howe Street, Racine, Wisconsin 53403			Product GURNEY		
Ingredient(s): Lactic Acid					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
PRODUCT CHEMISTRY					
830.1550	Product Identity and Composition	48809701	S.C. Johnson & Son, Inc.	OWN	-
830.1600	Description of Beginning Materials	48809701	S.C. Johnson & Son, Inc.	OWN	-
830.1650	Manufacturing Process	48809701	S.C. Johnson & Son, Inc.	OWN	-
830.1670	Discussion of Potential Impurity Formation	48809701	S.C. Johnson & Son, Inc.	OWN	-
830.1700	Preliminary Analysis	48809701	S.C. Johnson & Son, Inc.	OWN	-
830.1750	Certification of Ingredient Levels	48809701	S.C. Johnson & Son, Inc.	OWN	-
830.1800	Enforcement Analytical Method	48809701	S.C. Johnson & Son, Inc.	OWN	-
830.6302	Color	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.6303	Physical State	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.6304	Odor	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.6313	Stability	-	-	-	Not required
830.6314	Oxidation/Reduction	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.6315	Flammability	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.6316	Explosibility	-	-	-	Not required
830.6317	Storage Stability	49024301	S.C. Johnson & Son, Inc.	OWN	-
830.6319	Miscibility	-	-	-	Not required
830.6320	Corrosion characteristics	49024301	S.C. Johnson & Son, Inc.	OWN	-
830.6321	Dielectric Breakdown Voltage	-	-	-	Not required
830.7000	pH	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.7050	UV/Visible Absorption	-	-	-	Not required
830.7100	Viscosity	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.7200	Melting point/melting range	-	-	-	Not required
830.7220	Boiling point/boiling range	-	-	-	Not required
830.7300	Density/relative density/bulk density	48809702	S.C. Johnson & Son, Inc.	OWN	-
830.7370	Dissociation constant	-	-	-	Not required

Signature	Name and Title: Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.	Date 7/10/2014
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DATA MATRIX

Date July 10, 2014			EPA Reg. No./File Symbol 4822-____		Page 2 of 3
Applicant's/Registrant's Name & Address: S.C. Johnson & Son Inc., 1525 Howe Street, Racine, Wisconsin 53403			Product GURNEY		
Ingredient(s): Lactic Acid					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
830.7550	Partition coefficient	-	-	-	Not required
830.7840 & 830.7860	Water solubility	-	-	-	Not required
830.7950	Vapor Pressure	-	-	-	Not required
ACUTE TOXICITY					
870.1100	Acute Oral Toxicity	48809703	S.C. Johnson & Son, Inc.	OWN	-
870.1200	Acute Dermal Toxicity	48809704	S.C. Johnson & Son, Inc.	OWN	-
870.1300	Acute Inhalation Toxicity	48809705	S.C. Johnson & Son, Inc.	OWN	-
870.2400	Primary Eye Irritation	48809706	S.C. Johnson & Son, Inc.	OWN	-
870.2500	Primary Dermal Irritation	48809707	S.C. Johnson & Son, Inc.	OWN	-
870.2600	Skin Sensitization	48809708	S.C. Johnson & Son, Inc.	OWN	-
EFFICACY					
§158.640 Subdivision G, 91-2	<i>P. aeruginosa</i> , <i>S. enteric</i> & <i>S. aureus</i> (Disinfection)	48809709	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	VRE (Disinfection)	48809710	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	<i>E. coli</i> O157:H7 (Disinfection)	48809711	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	<i>E. aerogenes</i> (Disinfection)	48809712	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	MRSA (Disinfection)	48809713	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	<i>L. monocytogenes</i> (Disinfection)	48809714	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	Influenza A/ H1N1 (Virucidal)	48809715	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	RSV (Virucidal)	48809716	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	Rotavirus (Virucidal)	48809717	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	Herpes Simplex Type 1 (Virucidal)	48809718	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	Herpes Simplex Type 2 (Virucidal)	48809719	S.C. Johnson & Son, Inc.	OWN	-
§158.640 Subdivision G, 91-2	<i>S. aureus</i> & <i>K. pneumoniae</i> (Sanitizer)	48809720	S.C. Johnson & Son, Inc.	OWN	-

Signature	Name and Title: Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.	Date 7/10/2014
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DATA MATRIX

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Applicant's/Registrant's Name & Address: S.C. Johnson & Son Inc., 1525 Howe Street, Racine, Wisconsin 53403		Product GURNEY			
Ingredient(s): Lactic Acid					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
810.2200	Human Coronavirus (Virucidal)	49407601	S.C. Johnson & Son, Inc.	OWN	Volume 1 of 1

Signature	Name and Title: Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.	Date 7/10/2014
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Applicant's/Registrant's Name & Address: S.C. Johnson & Son Inc., 1525 Howe Street, Racine, Wisconsin 53403			Product GURNEY		
Ingredient(s): Lactic Acid					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
				OWN	-
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				-	Not required

Signature	Name and Title: Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.	Date 7/10/2014
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Ingredient(s): Lactic Acid					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
				-	Not required
				-	Not required
				-	Not required
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Signature	Name and Title: Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.	Date 7/10/2014
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Applicant's/Registrant's Name & Address: S.C. Johnson & Son Inc., 1525 Howe Street, Racine, Wisconsin 53403		Product GURNEY			
Ingredient(s): Lactic Acid					
Guideline Reference Number	Guideline Study Name	MRID Number	Submitter	Status	Note
				OWN	Volume 1 of 1

Signature	Name and Title: Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.	Date 7/10/2014
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 <div>United States Environmental Protection Agency Washington, D.C. 20460</div> <div>Formulator's Exemption Statement (40 CFR 152.85)</div>		
Applicant's Name and Address S. C. Johnson & Son Inc. 1525 Howe Street Racine, Wisconsin 53403	EPA File Symbol/Registration Number 4822-_____	
	Product Name GURNEY	
	Date of Confidential Statement of Formula (EPA Form 8570-4) 7/10/2014	

As an authorized representative of the applicant for registration of the product identified above, I here certify that:

(1) This product contains the following active ingredient(s):

Lactic Acid

(2) Of these, each active ingredient listed in paragraph (4) is present solely as the result of the use of that active ingredient in the manufacturing, formulation or repackaging of another product which contains that active ingredient, which is registered under FIFRA Section 3, is purchased by us from another producer, and is labeled for at least each use for which my product is proposed to be labeled.

(3) Indicate by checking (A) or (B) below which paragraph applies:

☒ (A) An accurate Confidential Statement of Formula (EPA Form 8570-4) for the above identified product is attached to this statement. That formula statement indicates, by company name, registration number, and product name, the source of the active ingredient(s) listed in paragraph (1).

OR

☐ (B) The Confidential Statement of Formula (CSF) (EPA Form 8570-4) referenced above and on file with the EPA is complete, current, and accurate and contains the information required on the current CSF.

(4) The following active ingredients in this product qualify for the formulator's exemption.

Source		
Active Ingredient	Product Name	Registration Number
Lactic Acid		
Signature	Name and Title Ana Rodriguez-Koster, Agent for S. C. Johnson & Son Inc.	Date July 10, 2014

GURNEY

[SECTION 1: FORMULA]

Active Ingredient:

Lactic Acid	1.77%
Inert Ingredients	<u>98.23%</u>
Total	100.00%

[SECTION 2: REFERAL STATEMENTS]

KEEP OUT OF REACH OF CHILDREN(.)
CAUTION (:)

See Back Panel For Additional Precautionary Statements.
(See Inside Label -or- Panel for Additional Precautionary Statements.)
(Please read all directions carefully before using this product). (Use as directed.)

Net Contents:

SECTION 3: DIRECTIONS FOR USE

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling

(TO OPERATE:) (Rotate nozzle to "ON" position and spray) (Turn nozzle to ON position.) (Turn trigger to "ON")

TO CLEAN (GENERAL) (HOUSEHOLD / KITCHEN / BATHROOM / FLOOR) (CLEANING) (DIRECTIONS):

Spray 6-8 inches from surface. Allow foam to penetrate (dirt) (lime scale) (rust) (stains) and (soap scum) (for tough jobs, let stand for several minutes before wiping).

Wipe with a wet cloth or sponge, then (rinse thoroughly with water).

TO SANITIZE (AND DEODORIZE) HARD, NON-POROUS SURFACES: Spray until thoroughly wet. Let stand 30 seconds. Then wipe. For heavily soiled surfaces, a pre-cleaning may be necessary.

TO DISINFECT (AND DEODORIZE) HARD, NON-POROUS SURFACES: Spray until thoroughly wet. Let stand for 5 minutes. Then wipe. (Wipe with a wet cloth or sponge, then rinse thoroughly with water). For heavily soiled surfaces, a pre-cleaning may be necessary.

(Advisory Statements:)

(Do not use on glasses, utensils, or dishes.)

(Kitchen countertops and similar surfaces must be rinsed with clean (potable) water following application.)

(For surfaces that come into contact with food: Use only on hard, non-porous surfaces and rinse thoroughly with water.)

(Do not use on (acrylic,) (brass,) (natural) (marble,) (finished) (wood,) (painted or worn surfaces)).

(Spot test all other surfaces in an inconspicuous area).

(Unplug electrical appliances before using - or - spraying.)

(TO REFILL: (Refill only with this product). Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would).

STORAGE & DISPOSAL

[Residential – nonrefillable container/final disposal]

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Nonrefillable container. Do not reuse container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

[Residential – refillable container]

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Refillable container. Refill this container with pesticide only. Do not reuse this container for any other purpose.

[Commercial, Industrial, Institutional]

Do not contaminate water, food, or feed by storage and disposal.

Pesticide Storage: Store in original container in areas inaccessible to children or persons unfamiliar with its use.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling: Refillable Container. Refill this container with pesticide only. Do not reuse this container for any other purpose. Final disposal: Nonrefillable container. Do not reuse container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

[SECTION 4: PRECAUTIONARY STATEMENTS]

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals (.)

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID:

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.
IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

[SECTION 5: ORGANISMS]

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Enterobacter aerogenes</i> (ATCC 13048) <i>Escherichia coli</i> (O157:H7) (E. coli) (ATCC 35150) <i>Listeria monocytogenes</i> (ATCC 19117) Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA) (ATCC 33592) Vancomycin Resistant <i>Enterococcus faecalis</i> (VRE) (ATCC 51575)	5 Minutes	5%
Virucidal	Herpes Simplex Virus Type 1 (VR-733) Herpes Simplex Virus Type 2 (VR-734) Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469) Respiratory Syncytial Virus (RSV) (VR-26) Rotavirus (Strain WA) Human Coronavirus (ATCC VR-740)	5 Minutes	5%
Non-Food Sanitizer	<i>Klebsiella pneumoniae</i> (ATCC 4352) <i>Staphylococcus aureus</i> (Staph) (ATCC 6538)	30 seconds	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

* *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* (O157:H7) (E. coli) (ATCC 35150), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

† *Klebsiella pneumoniae* (ATCC 4352), *Staphylococcus aureus* (Staph) (ATCC 6538)

^ Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA), Human Coronavirus (ATCC VR-740)

‡ *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* (O157:H7) (E. coli) (ATCC 35150), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

SECTION 6: MARKETING CLAIMS

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.]

TABLE 1 – MARKETING EFFICACY CLAIMS

- 2 in 1 (One-Step) (Touch-Up) (All Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant) (Sanitizer) (&) (and) (Cleaner)
- (3-in1) (4-in-1)(5-in 1) (All-Purpose Cleaner):(cuts grease) (kills viruses^)(kills bacteria*)(eliminates odor causing bacteria*)(leaves a fresh scent)(kills germs)(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings)
- A (convenient) way to (clean up) (and) sanitize frequent messes
- (A) (touch-up) (cleaner) (sanitizer) for when you (need) (require) Antibacterial action
- (Add) (a) (an) (everyday) (sanitizing) (touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria* in your (insert locations – Table 3)
- An (easy) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- Can reduce the spread of illness-causing (kitchen) bacteria* (on hard, nonporous surfaces)
- (Clean) (Sanitize) (Deodorize) and (Disinfect) with (*This Brand*) (*This Product*)
- (Clean) (Sanitize)(d) (Disinfect)(Sanitary) (hard,) (nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- (Cleaning) (and) (Sanitizing) (and) (Disinfecting) (formula)
- Cleaning and sanitizing
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) (small) spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- (Cleans,) (shines,) (sanitizes,) (disinfects,) (&) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (in your home) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).
- (Is good for) (cleans) (one product for) (cleaning) (a variety of) (hard, non-porous) surfaces in the bathroom(,)(:) (including) (such as) (insert locations – Table 3)
- Combines streak free cleaning with (disinfecting) (antibacterial[†]) action
- (Convenient) (way) (to) (clean) (clean-up) (touch-up) (and) (disinfect) (and sanitize)
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting

- (Deodorize(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs[†] are a concern) (of (in) your home)
- Designed to keep a (deodorized)(cleaner)(fresher) home
- Disinfects
- Disinfect(s) (almost all) (of) the (hard) (non-porous) surfaces in your (bathroom) (kitchen) (home) (house) (by killing 99.9% of the) (germs[†]) (microbes[†]) (microorganisms[†]) (bacteria*) (viruses[^]) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)
- Disinfects the (busiest) (most)(touched)(used) surfaces in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hardest to reach)(dirtiest) places in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hard) (non-porous) surfaces (you)(your children)(your family)(people in your home)(people in your house)(guests) (touch(s))(contact)(handle) the most
- Disinfects (hard) (non-porous) surfaces where (common) (germs[†]) (microbes[†]) (microorganisms[†]) (bacteria*) (viruses[^]) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects and leaves your (bathroom) (kitchen) smelling fresh (!)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs[†]) (and) (viruses[^]) (and) (bacteria*)
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria* (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (sanitizes) (disinfects) (while) (sanitizing) (disinfecting)
- (Easy) (and) (Convenient) (way) (to clean) (and disinfect)
- Easy way to disinfect
- (Easily) (cleans) (removes) (tough) (bathroom) (restroom) (kitchen) (dirt) (soil) (and) (sanitizes) (disinfects)
- Effective (sanitizing) (sanitization) has never been easier
- (Effective on) (Cleans) (kills 99.9% of germs[†]) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (non food contact) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)
- For general (cleaning) (and) (sanitizing) of (hard) (non-porous) surfaces
- For the dirt you can see (and the (household) bacteria* you can't)
- Foaming Disinfectant (Bathroom) (Multi-Surface) (Multi-Purpose) (Cleaner)
- Formula cleans (and) (sanitizes) (disinfects)
- Formula sanitizes (hard,) (porous,) surfaces as it cleans and shines
- From the brand(s) you trust to (clean) (,) (and) disinfectant)
- Fresh (Disinfecting) Scent of (insert fragrance – Table 5)
- (Freshens:) (fragrance) (deodorizes) (disinfects) (where germs[†] are a concern)((and) leaves your (bathroom) (kitchen) (house) smelling fresh!
- Great for touch-up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria*.
- (Helps) (Eliminate(s)) odors
- Helps prevent the spread of (common) (household) viruses[^]
- Helps prevent cross-contamination of (hard) (non-porous) surfaces.
- (Household) (bacteria*-killing) formula.

- (Improved) (scent) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- (Improved) (scent) (fragrance name) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- Kills (insert organism – Section 5)
- Kills Human Coronavirus
- Kills (≥) 99.9% of bacteria* (on) (insert locations - Table 3) (as it cleans) (!)
- Kills (99.9% of) (household) (bacteria[†]) (in) (just) (30 seconds) (!)
- Kills (≥) 99.9% of Germs[‡] (on) (insert locations – Table 3)
- Kills (≥)99.9% of (cold[^])(and)(flu) viruses[^]
- Kills (≥) 99.9% of (viruses[^]) (and) (bacteria[†])
- Kills (≥) 99.9% of (household) (bacteria*)(viruses[^])
- Kills (≥) 99.9% of viruses[^] (and bacteria*) (on) (insert locations – Table 3)
- Kills bacteria* (found) on (hard) (non-porous) (insert locations – Table 3) surfaces.
- (Kills) (bacteria*) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5)
- Kills (common) (household) (bacteria*) (and) (viruses[^]) (without heavy fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% (of bacteria*) (of the bacteria* commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria* (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3)).
- (Kills) (Eliminates) (Destroys) bacteria* from (insert location – Table 3) surfaces.
- Kills (harmful) germs[‡] (on) (insert locations – Table 3)
- Kills (household) bacteria
- Kills (household) (bacteria*) (viruses[^]) (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kills the viruses[^] that cause (the common) cold(s) and flu.
- Kitchen (touch-up) cleaner and sanitizer
- Leaves (hard) (non-porous) surfaces (disinfected) (sanitized) (and sparkling clean) (!)
- Leaves (hard,) (non-porous) surfaces sanitized.
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (and) (disinfected) (sanitary) (sanitized) (smelling clean).
- Leaves (insert location – Table 3) surfaces sanitized.
- (Lemon scent) (insert fragrance – Table 5) deodorizes and leaves your bathroom smelling fresh (!)
- (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria*
- Make (cleaning) (and) (killing) (disinfecting) (sanitizing) (removing) (germs) (virus[^]) (bacteria*) (convenient) (easy) (with) (This product)
- Makes cleaning (disinfecting) easy (and sanitizes too).
- Makes sanitizing easy
- Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact sanitizer)
- (Multi-purpose) (30 second) (touch-up) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- New way to (clean) (and) (sanitize) (everyday) (–) (a) (touch-up) (cleaner) (sanitizer)
- (Now) (also) disinfects!
- Now disinfects

- Now kills (household) bacteria*!
- Now (cleaning) (and) (killing) bacteria* is easier than ever before.
- Now (sanitize) (and) disinfect!
- (Now) (sanitize) (and) (disinfect) as you go!
- One-step cleaner (sanitizer) (and) (disinfectant)
- (Product name) (Helps prevent the spread of) (insert organisms - Section 5)
- Removes (stains)(/)(build-up) from (insert Table 3 – locations)
- Removes (grime) (soap scum) (while) (disinfecting)
- (Sanitizer) (Disinfectant) (Antibacterial[†]) (One Step) ((2 in 1) Touch-up) (Bathroom) (Kitchen) (All-Purpose) (&) (and) (cleaner)
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes (hard) (non-porous) (bathroom) (non food contact kitchen) (insert location – Table 3) surfaces
- Sanitizes (household) (bathroom) (surfaces) (insert location – Table 3) in 30 seconds
- Sanitizes in (just) (30) seconds
- Sanitizes (kills) (common) (household) bacteria[†]
- Shines (and) (plus) kills (household) bacteria*
- Stops (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) in (their) (it's) (tracks)
- (Stops) (Kills) (Eliminates) (Eradicates) (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) where (they) (it) (live(s) (hide(s) (hide(s) out) (reside(s) (lurk(s) (lie(s) in wait) (where germs[‡] are a concern)
- The convenient way to (clean) (and) (sanitize) (and disinfect) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to clean (and) (sanitize) (disinfect) (while) (you) (touch-up)
- The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
- (*This Brand*) (*This Product*) (Kitchen) (Bathroom) (Cleaner) is the (convenient) way to (clean) (and) (sanitize) (bathroom) (household) (non-food contact kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*This Brand*) (*This Product*) (Bathroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (*This Product*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) (Shines) (!)
- (*This Brand*) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria*, (removes grease) (,) (and) (cleans) (household) (surfaces) (even) (including) (glass,) (to a) (sparkling) (beautiful), streak-free (*This Brand*) shine.
- (This Product) (can) (thoroughly) Clean(s), shine(s) (and) (disinfect(s)) (sanitize(s)) (insert locations – Table 3)
- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide) (Virucidal) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- (Tough enough for) the (high traffic) (germy[‡]) ("high touch" (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough on dirt and bacteria...Easy on You!
- Tough on germs[‡] (easy) enough (for everyday use) (on your surfaces)
- Use (daily) (everyday) (for a) (fresh) (clean) (sanitized) (kitchen) (bathroom) (home) (environment) (house)

- (Use this product to) (*This Product*) (can) (clean,) (shine,) (disinfect)(and) (sanitize)
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household surfaces...including (insert surface – Table 3)).
- Wipes out tough grime and (household) germs[†]!

[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

TABLE 2: MARKETING CLEANING CLAIMS

- A (convenient) cleaner like none other!
- All you have to do is wipe (!)
- Always at hand
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Attacks (soap scum) (bathroom stains)
- (Insert locations – Table 3) (Multi-Purpose) Touch-Up(clean) (and shine)
- (Bathroom) (Touch-up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- Bathroom surfaces
- [Brand Name] Foaming (spray) (action) that does the work for you
- [Brand Name] (Powerful foam) (Powerful foaming action)
- Can be used on a wide variety of (hard, non-porous) (household) surfaces
- Clean as you go
- Clean you desire (expect)
- Can be used on a wide variety of hard, non-porous surfaces
- The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans grout and caulk
- Cleans (tough) grease and grime
- Cleans (grime) (&) (soap scum) easily!
- Cleans and shines (without scratching)
- Cleans everyday (grease) (or) (grime) (messes)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Cleans hard-to-reach spots
- Cleans (and) (shines) without scratching

- Cleans without scrubbing
- (Clean up) (touch-up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Conveniently there (at hand) when you need (it) (fast clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains).
- Cuts (grease) (tough grime) (cleans glass) (&) (more) (!)
- Cuts tough (kitchen) (grease) (and) (grime) (!)
- Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)
- (Deep,) (penetrating) foam (thoroughly) cleans
- Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)
- Does not leave a (cloudy) residue
- Don't let messes (slow) you down in the (insert location – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Easy) (&) (Convenient) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy clean at hand
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (and) (Convenient) (to use) (in) (the) (bathroom) (and) (Kitchen) (throughout the house)
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- Effectively cleans (glass) (and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior surfaces of microwave ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors).
- Effectively cleans (glass and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
- Effectively cleans a wide range of surfaces
- Effectively cleans (and) (shines) (toilet) (glass) (counter) (sink) (sealed marble) (fixtures) (chrome) (glazed porcelain) (finished wood) (glazed ceramic tile) (sealed granite) (stovetops) (and more)(insert Locations – Table 3)
- (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Eliminates food odors left behind on surfaces
- Eliminates odors (as it cleans) (as you clean)
- Fast acting foam
- (Fast) (Acting) (Foam(ing)) (Formula) (starts to) (work(ing)) (clean(s)) (on contact) (begins to lift(ing)) (and) (penetrate(s)) (penetrating) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (starts to clean) (starts cleaning) on contact

- Fast (and) (easy) cleaning solution (—) (one product for a variety of surfaces)
- Fast, (and) (easy) cleaning solution (— one product for a variety of (bathroom) (kitchen) (non-food contact) surfaces)
- Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
- (Fast Acting) Foam (that) (clings) (and) (works) (starts (to) (work(ing))) (on contact)
- Foaming (action) (cleaner) (formula) (does the) (work) (for you)
- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- For a variety of (Bathroom) (Kitchen) surfaces
- For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use) (!)
- For the entire (house) (bathroom)
- For (tough) (tougher) cleaning (!)
- For use on (household) (insert location – Table 3) surfaces
- For the entire business
- For use on business surfaces
- Fits in with your ((kitchen) (bathroom))(Office)(Family Room)(Den) (Car) (décor)
- For (daily) (everyday) (light-duty) (heavy duty) (touchup) (kitchen) (bathroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
- For everyday use (!)
- (For) (a) limited time only!
- For the dirt you can see and the (household) germs you can't
- (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)
- (Freshens) (fragrance) (deodorizes (and) leaves your (insert location – Table 3) smelling fresh!
- (Freshens) (fragrance) (deodorizes and) leaves your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!
- (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
- From the makers of (*This Brand*)
- From the leaders in home cleaning
- (Lightly) cleans
- Good for (touch-ups) (cleaning)
- Great for (all around) (the) (house) (home) (kitchen) (bathroom).
- Great on surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- Great for (Spring) (Fall) (Everyday) Cleaning
- Guaranteed to clean or your money back (see back panel)
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a) (Leaves a) (clean) (light) (airy) (mild) (fresh) (fragrance) (scent).
- (Heavy duty) (All Purpose) (cleaner)
- (Helps) Maintain a clean(er) home
- Helps prevent cross-contamination of (hard) (non-porous) surfaces
- (Helps) (prevent) (daily) (buildup) of soap scum
- (Hundreds) (Thousands) (of) microbubbles (that) (stay(s) where you spray) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)

- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- Improved (design) (fragrances) (pump) (value) (dispensing)!
- Invisible cleaning barrier (for) (on) (insert locations – Table 3)
- Invisible cleaning barrier activated when surface is wet
- (Just) (only) pennies per (dispense) (pump)!
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- (Kitchen) (Touch-up) (cleaning) (cleaner) (for) (insert locations – Table 3)
- (Leaves) No (less) (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathroom)(s) (your bathroom) clean and (shiny) (shining).
- Leaves (behind) a (brilliant) shine
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance).
- (Leaves a) (brilliant) Streak-free (shine) (!)
- (Leaves) (virtually) No (smeary) (filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- (Leave) (out) (set it) on countertop for (family to use) (guests)(when you need) (touch-ups) (a) (touch-up) (clean up)(s)
- Leave out of reach of children for (quick use) (when you need) (it) (touch-ups) (a) (touch-up) (clean ups)
- Leaves your (whole) (room) (home) (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (smelling) (clean) (and) (fresh!)
- Less scrubbing required
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Limited Edition (fragrance)
- Long lasting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Long-lasting foam (that) (stays where you spray)
- Makes your job easier.
- Makes (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (cleaning) (clean-ups) (touch-up(s)) easy
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes (touching-up) (messes) (convenient)
- Makes your current cleanup (even) (more) (effective)
- Makes your (cleaning) (job) (life) (easy) (easier)
- Money back guarantee!
- More dispenses than Lysol® No-Touch Kitchen System
- Multiple cleaning tasks
- Multi-Surface or Multi-Task.
- (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (household) (cleaner).
- (Multi-Purpose) (Touch-up) cleaner for (bathroom(s)) (and) (kitchen(s)) (Office)(Family Room(s))(Den(s))(Car(s)) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) (hard, non-porous surface)(s)
- New (and) (Improved)(!)
- New and Improved (Scent)(Fragrance)(Cleaning)
- No (abrasives) (or) (phosphates)
- No (harsh) (chemical) (smell) (formula) (fumes) (odor)

- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!
- No build-up or residue(!)
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No need to rinse!
- No need to touch bottle (product)
- No-scratch formula
- No wasted (parts of) wipes
- Non-(abrasive) (corrosive) (formula)
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- Now With XX% More Cleaners!
- One wipe and (you are) (you're) done(!)
- (One) (convenient) solution for clean (insert locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)
- (Penetrating) foam (easily) (powerfully) removes (tough) (stains) (such as) (soap scum) (hard water stains) (rust) (limescale) (calcium) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- Penetrating foam works on contact
- (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevents daily buildup of soap scum
- Prevent(s) (small) messes from becoming (big) chores
- Perfect ingredient for your (home) (kitchen) (bath)
- (Product(s)) (ingredients) that perform
- Power(s) (through) (thru) tough (grime) (!) (.)
- Powerful (cleaner) (spray)
- Powerfully removes (tough) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- (Easy) (bathroom) (kitchen) (fast) (convenient) (versatile) (clean-ups) (touch-ups)
- Touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- (Easy) (bathroom) (kitchen) (clean-ups) (touch-ups)
- Touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Effortlessly) removes grime
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) (kills) (XX%) of soap scum
- Removes (stains) (buildup) from (insert locations – table 3)

- Removes (soap scum) (and) (hard water) (spots) (stains) (or) (hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) (hard) (non-porous) (surfaces) (insert Locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) (hard non-porous) non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- Simply touch (dab) and (&) go!
- Specially formulated for a variety of surfaces
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Stays where you spray (!)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle your (toughest) (bathroom) (kitchen) cleaning needs(!)
- The convenient way to keep your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) looking “just cleaned” (!)
- The (fastest) (easiest) (most convenient) way to (clean-up) (Touch-up) (everyday) (little) (messes)
- The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3)
- The (new) (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) you need it) (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica[®]) (glazed porcelain) (fiberglass) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (.) (sparkling) (streak-free) (*This Brand*) shine.
- (Total) (kitchen) (and) (bathroom) solution(s)
- Touch-up (now) so you (do not) (don't) have to clean up (later)
- (Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough cleaning (formula) (with a fresh scent)!
- (Tough) cleaning never smelled so good
- (Tough) (touch-up) cleaning made easy!
- (Tough) cleaning for the (entire) (insert locations – Table 3) (!)
- Touch-up cleaner
- (Touch up) (cleaning) has never been (faster) (easier) (more convenient)
- (Tough) (Touch-up) cleaning without the oily –or- greasy –or- dull – or-smeary residue!

- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!
- Tough (touch-up) cleaning made easy (without the residue)!
- Tough (Tougher) on (grease) (and) (grime)(!)
- Tough new formula cleans (in the house) (and) (including) (exterior surfaces) (!) (.)
- Ultra cling formula stays where you spray
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use (on) (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (locations from Table 3) (!)
- (Use on) (for) (toilet)(s) (sink)(s) ((vanity)(ies)) (and) (cabinets) (countertops) (cooktops) (and) (counter) (appliances) (bathroom) (surfaces)
- (Use) (on non food contact kitchen surfaces) (all around the) (around) (kitchen) (bathroom) (cleaning) (everyday) (use) (light) (cleans)
- Use (with) (toilet) (paper) (bath) (tissue) (facial) (tissue) (paper) (towel) (or) (a) (clean sponge) (or) (rag) (or) (other cleaning material of your choice) (and) (flush) (throw)(away) (when) (finished) (done)
- Use as (much) (or) (as little) (as you need) to clean up (wipe up)
- Use on (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) surfaces
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- Virtually no scrubbing required
- We work hard so you don't have to!®
- Wipes away (nasty) (filthy) (bathroom) messes
- Wipes out tough grime (and leaves a fresh clean scent)(and household germs)!
- With (the) (refreshing) (invigorating) ((insert fragrance – Table 5) scent) (of) Glade®
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) (all) surfaces
- Won't scratch surfaces
- You can see and hear the Bubbles working (!)

TABLE 3- LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used to link the locations/surfaces.]

PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- Barber Shops (and) (Salons)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stands
- Contractor Shops
- Convenience Store(s)
- Churches (Synagogues)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Home(s)
- Home and (Small) Business(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

ROOMS/AREAS:

- (Baby) Nurseries
- Bathroom(s)
- Bedroom(s)
- Dens
- Dining (room(s)) (areas)
- Family Room(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Rooms

- Living room(s)
- Mudrooms
- Pet area(s)
- Play (areas) (rooms)
- Restroom(s)

ITEMS:

- Artificial plants
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surfaces
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blinds
- Bookcase(s)
- Booster chairs
- Baseboard(s) (Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Cell phones
- Changing tables
- China knickknacks
- China Cabinet
- Clock
- Collectibles and Knick Knacks
- Computer(s) (screen(s)) (keyboard(s))
- (Bathroom) (Kitchen) (Office) (Counter) (Countertops)
- Cribs
- Cupboards
- Curio Cabinet(s)
- Desktops
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevators
- Exercise equipment

- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) cooktop(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s), stovetops, toasters, (and) (even) ((BBQ) (use when surface is cool))
- Faucets
- Fixtures
- (linoleum) (no-wax) (vinyl) Floors
- Footboards
- (outdoor) (plastic) (patio) Furniture
- Garbage cans
- Glass (Patio) Doors
- Glazed (bathroom) (ceramic) (kitchen) tiles
- Glazed porcelain surfaces
- Grocery carts
- Handrails
- Headboards
- High chairs
- High traffic surfaces
- Hubcaps
- Keyboards
- Lamp(s)
- Lap tops
- Light Fixtures
- Light Switches
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- (Picture(s)) (Frames)
- Range (hood(s)) (top(s))
- Recycling bins
- Remote controls
- Sealed (fiberglass) tub(s) (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Small appliances
- Telephone(s)
- Glazed (ceramic) Tile
- Tire(s)
- Toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) (exterior(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)

- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

SURFACES:

- Sealed, glazed, or non-porous acrylic
- Aluminum
- (Baked) enamel
- Brass
- Bronze
- Chrome
- Sealed, glazed, or non-porous ceramic (tile)
- Corian^{®**} (*is trademark owned by E.I. du Pont de Nemours and Company)
- Formica^{®**} (*is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- (Tempered) Glass
- Glazed ceramic (tile(s))
- Glazed (porcelain) (enamel) (kitchen) (bathroom) (tile(s)) (surfaces)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Mirror
- (Brushed) Nickel
- Pergo^{®**} (laminate)(hardwood) surfaces (*is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- (Glazed) porcelain enamel
- (Sealed) cement
- (Sealed) granite
- (Sealed) grout
- (Sealed) fiberglass
- (Sealed) marble
- (Sealed) synthetic marble
- (Sealed) natural stone
- (Sealed) Quartz
- Stainless steel

- Steel (surfaces)
- Stone (surfaces)
- Vinyl (curtain(s)) (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (or) ((finished) (varnished) wood,) (painted or worn surfaces)) (insert surfaces – Table 3).) (Spot test all other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.)

TABLE 4: PACKAGING CLAIMS

- (By) (From the makers of) (this product) (*brand*)
- Better Value
- Big (Job) Size
- Bigger Size
- Bigger Size (package) (can)
- Bonus Pack
- (Bonus) (Club) (Multi-) (Special) (Mega) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Economy Size
- Economic Refill
- Fast, easy cleaning solution – one product for a variety of surfaces
- Foaming trigger(!)
- For limited time only!
- Gallon size(!)
- Guaranteed to clean or your money back (see back panel)
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Institutional Size
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Formula) (Fragrance) (Trigger(!)) (Bottle)
- (New) (Big) XXX oz. (Size)
- New (and) (&) (Improved) Sprayer
- (New) Patented (Cleaning) Technology/Formula Trial Size (Available)
- (Handy) Travel Size (Available)
- Recyclable container
- (Trial) (Value) (Pack) (Size)
- Twin Pack
- X% (More) Free
- X oz (More) Free
- X oz at the X oz price
- Bottle made of (X%) post-consumer recycled plastic

TABLE 5: FRAGRANCE CLAIMS

(Note: Can stand alone or be combined with the Glade® brand name.)

- Airy Sky
- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- (Blue)(Clean)(Cool)(Calm)(Rain)(Sky)(Soft)(Spring)(Tender)(Water) Breeze
- (Blue)(Cool)(Soft) Rain
- Breezy Marine
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Stream)(Water(s))
- (Blue)(Fresh)(Pure)(Purely) Calm
- Calm Springs™
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- (Blue)(Clear) Sky
- (Blue)(Bright)(Calm)(Fresh)(Refreshing)(Shimmering)(Sparkling) Water(s)
- Clear Springs™
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Crisp Waters®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- Crystal Rain
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- Fresh (Air)(Berries) (Breeze) (Bubbling Spring(s))(Citrus)(Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®

- Intense Citrus (Force)
- (Invigorating) Clean Citrus
- Island Escape[®]
- Jasmine and White Rose
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) (Grapefruit) (spumante) (twist) (Twinkling)(Splash) (zest) (bubbling)(Florida (Bright (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Fizz) (Tingle) (Twist)
- Lavender
- Lavender (and) (&) Peach Blossom
- Lavender
- Lavender (&)(and) Meadow
- Lemon Limelight
- Lemon Power[®]
- Lemon (Scent) (Limelight)
- Light (Fresh)
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Misty Meadow
- Ocean Blue[™]
- Ocean Blue & Refreshing Surf[™]
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Action[™]
- Orange (Blossom)(Clean)(Grove)(Peel)(Sunrise)(Fragrance)
- Passionfruit
- Pineapple & Mangosteen
- Power (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Refreshing (Aqua)(Oasis)(Ocean)(Water(s))
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)(Spring)
- Sparkling (Fresh)(Sweet)(invigorating) (Citrus) (Twist) (Splash)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sun Garden
- Sunny Days
- Tangerine Fizz
- Tender Breeze

- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- (Trickling)(Twinkling) Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus)(Lemon)(Lime)(Orange) Power
- Uplifting Green Apple
- Unscented
- Vinegar
- Woody

TABLE 6 – MISC MARKETING CLAIMS

- Ammonia free (!)
- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (designs)
- Does not contain bleach
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, (harsh acids) (or bleach)
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) (no) (phosphates) (bleach)
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No harsh fumes.
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Recommended for use on (sealed hard surfaces) (hard, non-porous surfaces). When in doubt, spot test on an inconspicuous area (of the surface).
- Scratch 'n Sniff
- Smell (Sniff) Here
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

[SECTION 6: MISC]

EPA Reg. No. 4822-XXX
EPA Est. No.

Batch Code:

(US) Patent XXXXX
Patent Pending

Questions? Comments? Call 800-558-5252 or Write Helen Johnson
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S.C. Johnson A Family Company

[SECTION 7: GRAPHICS:]

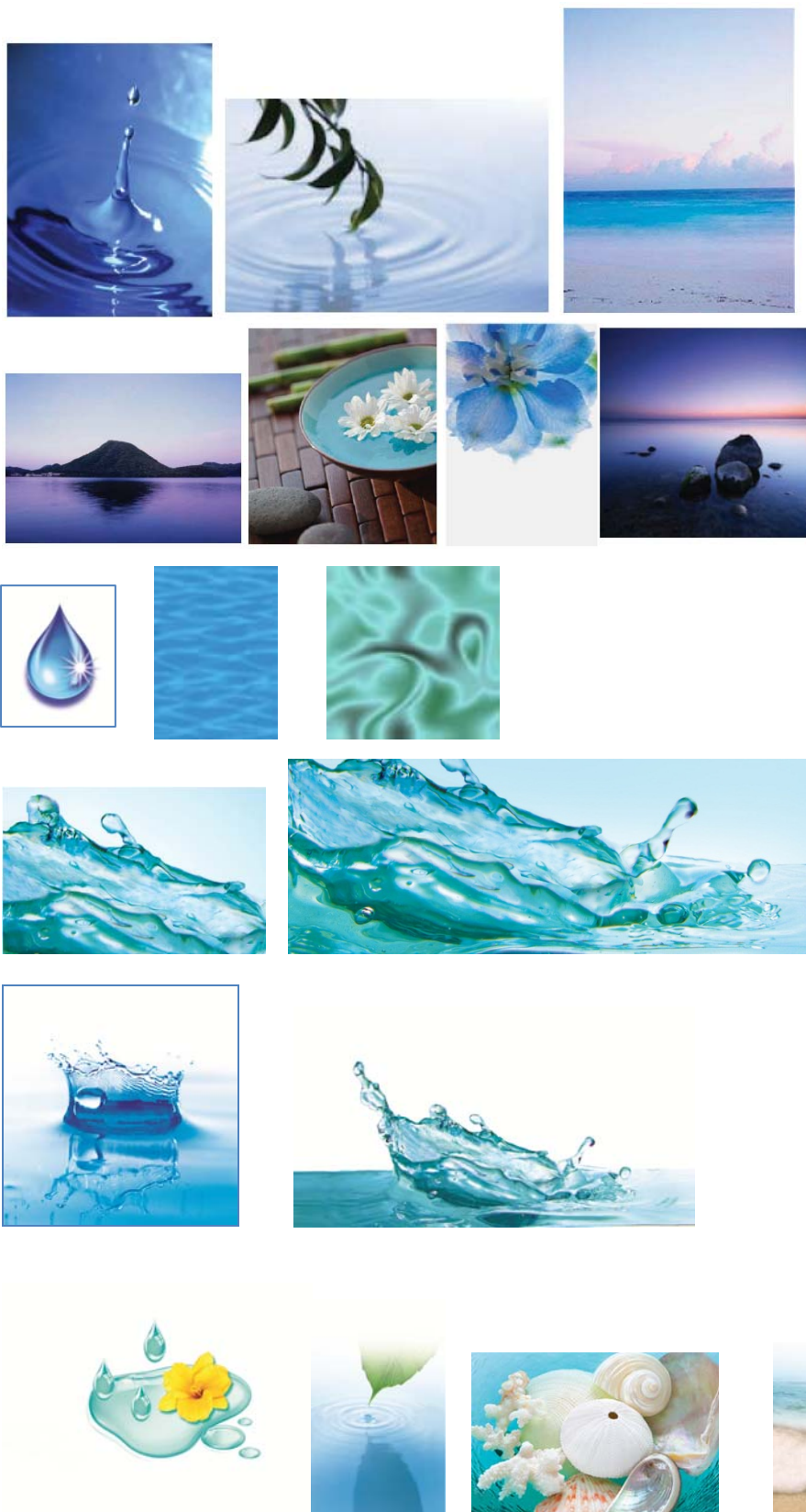
Representative Location Graphics (including kosher):





Graphics for Fragrance Descriptions:







GURNEY

[SECTION 1: FORMULA]

Active Ingredient:

Lactic Acid	1.77%
Inert Ingredients	<u>98.23%</u>
Total	100.00%

[SECTION 2: REFERAL STATEMENTS]

KEEP OUT OF REACH OF CHILDREN(.)
CAUTION (:)

See Back Panel For Additional Precautionary Statements.
(See Inside Label -or- Panel for Additional Precautionary Statements.)
(Please read all directions carefully before using this product). (Use as directed.)

Net Contents:

SECTION 3: DIRECTIONS FOR USE

DIRECTIONS FOR USE:

It is a violation of Federal law to use this product in a manner inconsistent with its labeling

(TO OPERATE:) (Rotate nozzle to "ON" position and spray) (Turn nozzle to ON position.) (Turn trigger to "ON")

TO CLEAN (GENERAL) (HOUSEHOLD / KITCHEN / BATHROOM / FLOOR) (CLEANING) (DIRECTIONS):

Spray 6-8 inches from surface. Allow foam to penetrate (dirt) (lime scale) (rust) (stains) and (soap scum) (for tough jobs, let stand for several minutes before wiping).

Wipe with a wet cloth or sponge, then (rinse thoroughly with water).

TO SANITIZE (AND DEODORIZE) HARD, NON-POROUS SURFACES: Spray until thoroughly wet. Let stand 30 seconds. Then wipe. For heavily soiled surfaces, a pre-cleaning may be necessary.

TO DISINFECT (AND DEODORIZE) HARD, NON-POROUS SURFACES: Spray until thoroughly wet. Let stand for 5 minutes. Then wipe. (Wipe with a wet cloth or sponge, then rinse thoroughly with water). For heavily soiled surfaces, a pre-cleaning may be necessary.

(Advisory Statements:)

(Do not use on glasses, utensils, or dishes.)

(Kitchen countertops and similar surfaces must be rinsed with clean (potable) water following application.)

(For surfaces that come into contact with food: Use only on hard, non-porous surfaces and rinse thoroughly with water.)

(Do not use on (acrylic,) (brass,) (natural) (marble,) (finished) (wood,) (painted or worn surfaces)).

(Spot test all other surfaces in an inconspicuous area).

(Unplug electrical appliances before using - or - spraying.)

(TO REFILL: (Refill only with this product). Remove trigger sprayer from empty bottle. Unscrew cap on refill and pour contents directly into empty bottle. Replace trigger sprayer and use as you normally would).

STORAGE & DISPOSAL

[Residential – nonrefillable container/final disposal]

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Nonrefillable container. Do not reuse container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

[Residential – refillable container]

Store in original container in areas inaccessible to children or persons unfamiliar with its use. Refillable container. Refill this container with pesticide only. Do not reuse this container for any other purpose.

[Commercial, Industrial, Institutional]

Do not contaminate water, food, or feed by storage and disposal.

Pesticide Storage: Store in original container in areas inaccessible to children or persons unfamiliar with its use.

Pesticide Disposal: Wastes resulting from the use of this product must be disposed of on site or at an approved waste disposal facility.

Container Handling: Refillable Container. Refill this container with pesticide only. Do not reuse this container for any other purpose. Final disposal: Nonrefillable container. Do not reuse container. Offer for recycling or reconditioning, if available. If not, discard in the trash.

[SECTION 4: PRECAUTIONARY STATEMENTS]

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals (.)

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to Reviewer: Boxed format and “bullets” as listed below will be used if label space permits; otherwise a paragraph format will be used.]

FIRST AID:

If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.
IN CASE OF EMERGENCY, CALL A POISON CONTROL CENTER OR DOCTOR FOR TREATMENT ADVICE. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

[SECTION 5: ORGANISMS]

Efficiency Claim	Organisms	Contact Time	Soil Load
Disinfectant	<i>Staphylococcus aureus</i> (Staph) (ATCC 6538) <i>Salmonella enterica</i> (Salmonella) (ATCC 10708) <i>Pseudomonas aeruginosa</i> (Pseudomonas) (ATCC 15442) <i>Enterobacter aerogenes</i> (ATCC 13048) <i>Escherichia coli</i> (O157:H7) (E. coli) (ATCC 35150) <i>Listeria monocytogenes</i> (ATCC 19117) Methicillin Resistant <i>Staphylococcus aureus</i> (MRSA) (ATCC 33592) Vancomycin Resistant <i>Enterococcus faecalis</i> (VRE) (ATCC 51575)	5 Minutes	5%
Virucidal	Herpes Simplex Virus Type 1 (VR-733) Herpes Simplex Virus Type 2 (VR-734) Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469) Respiratory Syncytial Virus (RSV) (VR-26) Rotavirus (Strain WA) Human Coronavirus (ATCC VR-740)	5 Minutes	5%
Non-Food Sanitizer	<i>Klebsiella pneumoniae</i> (ATCC 4352) <i>Staphylococcus aureus</i> (Staph) (ATCC 6538)	30 seconds	5%

[Note to Reviewer: Footnotes for symbols mentioned in label.]

* *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* (O157:H7) (E. coli) (ATCC 35150), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592)

† *Klebsiella pneumoniae* (ATCC 4352), *Staphylococcus aureus* (Staph) (ATCC 6538)

^ Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA), **Human Coronavirus (ATCC VR-740)**

‡ *Staphylococcus aureus* (Staph) (ATCC 6538), *Salmonella enterica* (Salmonella) (ATCC 10708), *Pseudomonas aeruginosa* (Pseudomonas) (ATCC 15442), *Enterobacter aerogenes* (ATCC 13048), *Escherichia coli* (O157:H7) (E. coli) (ATCC 35150), *Listeria monocytogenes* (ATCC 19117), Methicillin Resistant *Staphylococcus aureus* (MRSA) (ATCC 33592), Herpes Simplex Virus Type 1 (VR-733), Herpes Simplex Virus Type 2 (VR-734), Influenza A (H1N1) Virus (Influenza) (Flu) (VR-1469), Respiratory Syncytial Virus (RSV) (VR-26), Rotavirus (Strain WA)

SECTION 6: MARKETING CLAIMS

[Note to Reviewer: “And” or “&” can be used interchangeable in the marketing sentences. All claims containing the word “new” will only be used for the first 6 months after the first retail production.]

TABLE 1 – MARKETING EFFICACY CLAIMS

- 2 in 1 (One-Step) (Touch-Up) (All Purpose) (insert locations – Table 3) (Antibacterial) (Disinfectant) (Sanitizer) (&) (and) (Cleaner)
- (3-in1) (4-in-1)(5-in 1) (All-Purpose Cleaner):(cuts grease) (kills viruses[^]) (kills bacteria*) (eliminates odor causing bacteria*) (leaves a fresh scent)(kills germs)(remove stains) (brightens surfaces)(attacks soap scum)(prevents mold and mildew)(removes) (hard water stains) (toothpaste)(cosmetics)(urine)(dirt)(mud)(bathtub rings)
- A (convenient) way to (clean up) (and) sanitize frequent messes
- (A) (touch-up) (cleaner) (sanitizer) for when you (need) (require) Antibacterial action
- (Add) (a) (an) (everyday) (sanitizing) (touch-ups) (touch-up) (cleaning) (clean up) (to your daily) (cleaning) (routine)
- A(n) (easy) way to (kill) (eliminate) (destroy) (sanitize) 99.9% of bacteria* in your (insert locations – Table 3)
- An (easy) way to (disinfect) (and) (sanitize) (and) (clean)
- Antibacterial
- (Antibacterial) (disinfecting) (foam) (foaming) (action!)
- All purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (sanitizer)
- An effective sanitizer for use in the (insert locations – Table 3).
- Antibacterial (insert locations – Table 3) cleaner
- Antibacterial Action
- Antibacterial Formula (cleans and sanitizes)
- (Insert locations – Table 3) cleaner and sanitizer
- Can reduce the spread of illness-causing (kitchen) bacteria* (on hard, nonporous surfaces)
- (Clean) (Sanitize) (Deodorize) and (Disinfect) with (*This Brand*) (*This Product*)
- (Clean) (Sanitize)(d) (Disinfect)(Sanitary) (hard,) (nonporous) surfaces (wherever), (whenever) you (go) (travel) (need)
- (Cleaning) (and) (Sanitizing) (and) (Disinfecting) (formula)
- Cleaning and sanitizing
- Clean(s) (and) (sanitize)(s) (disinfect)(s) (up) (small) spills like (toothpaste) (sink) (water marks) (misses) (drips) (on and around the toilet)
- (Cleans,) (shines,) (sanitizes,) (disinfects,) (&) (and) (deodorizes)
- Cleans and sanitizes (without harsh fumes)
- Cleans (and kills) (household) (bacteria) (and disinfects) (to a sparkling shine) (in your home) (to a streak-free shine) (to a streak-free *This Brand* shine) (all around your home) (without leaving a residue) (without leaving a visible residue) (on household surfaces).
- (Is good for) (cleans) (one product for) (cleaning) (a variety of) (hard, non-porous) surfaces in the bathroom(,)(:) (including) (such as) (insert locations – Table 3)
- Combines streak free cleaning with (disinfecting) (antibacterial[†]) action
- (Convenient) (way) (to) (clean) (clean-up) (touch-up) (and) (disinfect) (and sanitize)
- (Deodorizes) (deodorizer)
- (Deodorizes) (Cleans) by disinfecting

- (Deodorize(s) (areas where obnoxious odors may develop) (hard-to-clean areas) (where germs[†] are a concern) (of (in) your home)
- Designed to keep a (deodorized)(cleaner)(fresher) home
- Disinfects
- Disinfect(s) (almost all) (of) the (hard) (non-porous) surfaces in your (bathroom) (kitchen) (home) (house) (by killing 99.9% of the) (germs[†]) (microbes[†]) (microorganisms[†]) (bacteria*) (viruses[^]) that (live) (hide) (hide out) (reside) (lurk) (lie in wait) (there)
- Disinfects the (busiest) (most)(touched)(used) surfaces in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hardest to reach)(dirtiest) places in your (bathroom) (kitchen) (home) (house)
- Disinfects the (hard) (non-porous) surfaces (you)(your children)(your family)(people in your home)(people in your house)(guests) (touch(s))(contact)(handle) the most
- Disinfects (hard) (non-porous) surfaces where (common) (germs[†]) (microbes[†]) (microorganisms[†]) (bacteria*) (viruses[^]) (live) (hide) (hide out) (reside) (lurk) (lie in wait)
- Disinfects and leaves your (bathroom) (kitchen) smelling fresh (!)
- Disinfects (and) (deodorizes) (cleans) (!)
- Disinfects (and) (-) kills 99.9% of (germs[†]) (and) (viruses[^]) (and) (bacteria*)
- Disinfects (as it cleans) (as you clean)
- Disinfects bacteria* (and) (deodorizes) (!)
- (New) Disinfectant formula
- Disinfects on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant on (hard non-porous surfaces) (insert locations – Table 3)
- Disinfectant (that) (kills) (insert disinfectant organisms from Section 5)
- Easily cleans (tough) (bathroom) (restroom) (dirt) (soil) (and) (sanitizes) (disinfects) (while) (sanitizing) (disinfecting)
- (Easy) (and) (Convenient) (way) (to clean) (and disinfect)
- Easy way to disinfect
- (Easily) (cleans) (removes) (tough) (bathroom) (restroom) (kitchen) (dirt) (soil) (and) (sanitizes) (disinfects)
- Effective (sanitizing) (sanitization) has never been easier
- (Effective on) (Cleans) (kills 99.9% of germs[†]) (shines) (disinfects) (sanitizes) (and) (deodorizes) (bathroom surfaces) (non food contact) (kitchen surfaces) (locations) (in) (rooms) (areas of your home) (on) (such as): (insert locations – Table 3)
- For general (cleaning) (and) (sanitizing) of (hard) (non-porous) surfaces
- For the dirt you can see (and the (household) bacteria* you can't)
- Foaming Disinfectant (Bathroom) (Multi-Surface) (Multi-Purpose) (Cleaner)
- Formula cleans (and) (sanitizes) (disinfects)
- Formula sanitizes (hard,) (porous,) surfaces as it cleans and shines
- From the brand(s) you trust to (clean) (,) (and) disinfectant)
- Fresh (Disinfecting) Scent of (insert fragrance – Table 5)
- (Freshens:) (fragrance) (deodorizes) (disinfects) (where germs[†] are a concern)((and) leaves your (bathroom) (kitchen) (house) smelling fresh!
- Great for touch-up (cleaning) (and) (sanitizing) (!)
- Helps fight bacteria*.
- (Helps) (Eliminate(s)) odors
- Helps prevent the spread of (common) (household) viruses[^]
- Helps prevent cross-contamination of (hard) (non-porous) surfaces.
- (Household) (bacteria*-killing) formula.

- (Improved) (scent) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- (Improved) (scent) (fragrance name) (deodorizes) (disinfects) and leaves your (bathroom) (kitchen) (home) smelling fresh(!)(.)
- Kills (insert organism – Section 5)
- **Kills Human Coronavirus**
- Kills (≥) 99.9% of bacteria* (on) (insert locations - Table 3) (as it cleans) (!)
- Kills (99.9% of) (household) (bacteria[†]) (in) (just) (30 seconds) (!)
- Kills (≥) 99.9% of Germs[‡] (on) (insert locations – Table 3)
- Kills (≥)99.9% of (cold[^])(and)(flu) viruses[^]
- Kills (≥) 99.9% of (viruses[^]) (and) (bacteria[†])
- Kills (≥) 99.9% of (household) (bacteria*)(viruses[^])
- Kills (≥) 99.9% of viruses[^] (and bacteria*) (on) (insert locations – Table 3)
- Kills bacteria* (found) on (hard) (non-porous) (insert locations – Table 3) surfaces.
- (Kills) (bacteria*) (disinfectant effective against) (*This Product* kills) (many types of) (household) bacteria (and viruses), including (insert organisms – Section 5)
- Kills (common) (household) (bacteria*) (and) (viruses[^]) (without heavy fumes) (!)
- (Kills) (Eliminates) (Destroys) 99.9% (of bacteria*) (of the bacteria* commonly found in) (all around) (your) (insert locations – Table 3) (including) (insert organism – Section 5)
- (Kills) (Eliminates) (Destroys) 99.9% of bacteria* (on commonly) touched surfaces that can be transfer points for bacteria (such as (insert locations – Table 3)).
- (Kills) (Eliminates) (Destroys) bacteria* from (insert location – Table 3) surfaces.
- Kills (harmful) germs[‡] (on) (insert locations – Table 3)
- Kills (household) bacteria
- Kills (household) (bacteria*) (viruses[^]) (odor-causing bacteria) (food-related bacteria) on hard, non-porous surfaces.
- Kills (odor-causing) bacteria (that cause odors).
- Kills the viruses[^] that cause (the common) cold(s) and flu.
- Kitchen (touch-up) cleaner and sanitizer
- Leaves (hard) (non-porous) surfaces (disinfected) (sanitized) (and sparkling clean) (!)
- Leaves (hard,) (non-porous) surfaces sanitized.
- Leaves (your) (kitchen) (home) (bathroom) (surfaces) (shiny) (clean) (and) (disinfected) (sanitary) (sanitized) (smelling clean).
- Leaves (insert location – Table 3) surfaces sanitized.
- (Lemon scent) (insert fragrance – Table 5) deodorizes and leaves your bathroom smelling fresh (!)
- (Lightly) cleans and (kills) (eliminates) (destroys) 99.9% of (insert locations – Table 3) bacteria*
- Make (cleaning) (and) (killing) (disinfecting) (sanitizing) (removing) (germs) (virus[^]) (bacteria*) (convenient) (easy) (with) (This product)
- Makes cleaning (disinfecting) easy (and sanitizes too).
- Makes sanitizing easy
- Multi-purpose (antibacterial) (daily) (insert locations – Table 3) (cleaner) (spray) (and) (non-food contact sanitizer)
- (Multi-purpose) (30 second) (touch-up) (cleaner) (cleaning) (sanitizer) (sanitizing) (insert Locations – Table 3)
- New way to (clean) (and) (sanitize) (everyday) (–) (a) (touch-up) (cleaner) (sanitizer)
- (Now) (also) disinfects!
- Now disinfects

- Now kills (household) bacteria*!
- Now (cleaning) (and) (killing) bacteria* is easier than ever before.
- Now (sanitize) (and) disinfect!
- (Now) (sanitize) (and) (disinfect) as you go!
- One-step cleaner (sanitizer) (and) (disinfectant)
- (Product name) (Helps prevent the spread of) (insert organisms - Section 5)
- Removes (stains)(/)(build-up) from (insert Table 3 – locations)
- Removes (grime) (soap scum) (while) (disinfecting)
- (Sanitizer) (Disinfectant) (Antibacterial[†]) (One Step) ((2 in 1) Touch-up) (Bathroom) (Kitchen) (All-Purpose) (&) (and) (cleaner)
- Sanitizes and deodorizes
- Sanitizes as it cleans
- Sanitizes (hard) (non-porous) (bathroom) (non food contact kitchen) (insert location – Table 3) surfaces
- Sanitizes (household) (bathroom) (surfaces) (insert location – Table 3) in 30 seconds
- Sanitizes in (just) (30) seconds
- Sanitizes (kills) (common) (household) bacteria[†]
- Shines (and) (plus) kills (household) bacteria*
- Stops (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) in (their) (it's) (tracks)
- (Stops) (Kills) (Eliminates) (Eradicates) (germs[‡]) (microbes[‡]) (microorganisms[‡]) (bacteria*) (viruses[^]) where (they) (it) (live(s) (hide(s) (hide(s) out) (reside(s) (lurk(s) (lie(s) in wait) (where germs[‡] are a concern)
- The convenient way to (clean) (and) (sanitize) (and disinfect) (and deodorize) (your) (insert locations – Table 3) (!)
- The (easy) (effective) way to clean (and) (sanitize) (disinfect) (while) (you) (touch-up)
- The (easy) (effective) way to (touch-up) (clean) (and) (sanitize)
- (*This Brand*) (*This Product*) (Kitchen) (Bathroom) (Cleaner) is the (convenient) way to (clean) (and) (sanitize) (bathroom) (household) (non-food contact kitchen) surfaces
- (*This Brand*) (Bathroom) (Cleaner) is the (easy) (effective) way to clean and sanitize
- (*This Brand*) (*This Product*) (Bathroom) (Kitchen) (Cleaner) kills many types of (household) bacteria (and eliminates their odors)
- (*This Brand*) (*This Product*) (Bathroom) (Cleaner) thoroughly cleans (shines) (and) (sanitizes) (deodorizes) (Shines) (!)
- (*This Brand*) is a (disinfectant) (versatile cleaner) that kills (99.9% of) (household) bacteria*, (removes grease) (,) (and) (cleans) (household) (surfaces) (even) (including) (glass,) (to a) (sparkling) (beautiful), streak-free (*This Brand*) shine.
- (This Product) (can) (thoroughly) Clean(s), shine(s) (and) (disinfect(s)) (sanitize(s)) (insert locations – Table 3)
- (*This Product*) is (a) (an) (Multi-)(Purpose) (Surface) (Task) (Antibacterial) (Bactericide) (Bactericidal) (Disinfectant) (Spray) (Disinfects) (Deodorizes) (Deodorizer) (One Step) (Sanitizer) (Sanitizes) (Virucide) (Virucidal) (Bathroom) (Kitchen) (Cleaner)
- (Thoroughly) Cleans, shines and (disinfects) (sanitizes)
- (Tough enough for) the (high traffic) (germy[‡]) ("high touch" (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough on dirt and bacteria...Easy on You!
- Tough on germs[‡] (easy) enough (for everyday use) (on your surfaces)
- Use (daily) (everyday) (for a) (fresh) (clean) (sanitized) (kitchen) (bathroom) (home) (environment) (house)

- (Use this product to) (*This Product*) (can) (clean,) (shine,) (disinfect)(and) (sanitize)
- Use (*This Brand*) throughout your entire home (to kill) (household) bacteria like (insert organisms – Section 5) (on household surfaces...including (insert surface – Table 3)).
- Wipes out tough grime and (household) germs[†]!

[Note to Reviewer: If the Pandemic statements are used on the product label they will not be used in combination with any other statements.]

- Kills Pandemic 2009 H1N1 Influenza A Virus
- Kills Pandemic 2009 H1N1 Influenza A Virus (formerly called Swine Flu).
- Respiratory illnesses attributable to Pandemic 2009 H1N1 are caused by Influenza A Virus. (This product) is a broad spectrum hard surface disinfectant that has been shown to be effective against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).
- (This product) has demonstrated effectiveness against Influenza A Virus and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 Influenza A Virus.
- (This product) has demonstrated effectiveness against Influenza A Virus (tested and listed on the label) and is expected to inactivate all Influenza A Viruses including Pandemic 2009 H1N1 (formerly called Swine Flu).

TABLE 2: MARKETING CLEANING CLAIMS

- A (convenient) cleaner like none other!
- All you have to do is wipe (!)
- Always at hand
- (Also) (great) (available) (works effectively in) (for) (multi-purpose touch ups)
- Attacks (soap scum) (bathroom stains)
- (Insert locations – Table 3) (Multi-Purpose) Touch-Up(clean) (and shine)
- (Bathroom) (Touch-up) for (toilet)(s) (sink)(s) (floor)(s) (mirror)(s) (and) (counter)(s)
- Bathroom surfaces
- [Brand Name] Foaming (spray) (action) that does the work for you
- [Brand Name] (Powerful foam) (Powerful foaming action)
- Can be used on a wide variety of (hard, non-porous) (household) surfaces
- Clean as you go
- Clean you desire (expect)
- Can be used on a wide variety of hard, non-porous surfaces
- The cleaning power of Scrubbing Bubbles with the invigorating scent of fresh oranges!
- (Cleans) (and) (removes) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (watermarks) (mud) (smudges) (and) (fingerprints) (hard water stains) (dirt) (grime) (limescale)
- Cleans grout and caulk
- Cleans (tough) grease and grime
- Cleans (grime) (&) (soap scum) easily!
- Cleans and shines (without scratching)
- Cleans everyday (grease) (or) (grime) (messes)
- Cleans everyday kitchen messes (like dirt, grease and food stains)
- Cleans hard-to-reach spots
- Cleans (and) (shines) without scratching

- Cleans without scrubbing
- (Clean up) (touch-up) without missing a beat (!)
- Complete clean (!)
- Complete(s) your (everyday) cleaning (regimen)
- Convenient way to clean
- Conveniently there (at hand) when you need (it) (fast clean)
- (Conveniently) there (when) (and) (where) you need it
- (Conveniently) there (whenever) you need it
- Cuts through bathroom grime (such as) (soap scum) (bathtub rings) (toothpaste) (lipstick) (hairspray) (shaving cream) (and) (water marks) (hard water stains).
- Cuts (grease) (tough grime) (cleans glass) (&) (more) (!)
- Cuts tough (kitchen) (grease) (and) (grime) (!)
- Cuts through (soap scum) (hard water) (stains) (limescale) (dirt) (grime)
- (Deep,) (penetrating) foam (thoroughly) cleans
- Deodorizes and leaves your (insert location – Table 3) smelling fresh (!)
- Does not leave a (cloudy) residue
- Don't let messes (slow) you down in the (insert location – Table 3)
- (Don't) (No) (slow) (slowing) down for messes
- (Easy) (&) (Convenient) (to use) (in) (insert location - Table 3) (&) (throughout the house)
- Easy clean at hand
- Easy (enough) to (use) (everyday) (everywhere)
- (Easy) (and) (Convenient) (to use) (in) (the) (bathroom) (and) (Kitchen) (throughout the house)
- (Easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- Effectively cleans (glass) (and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (exterior surfaces of refrigerators) (exterior surfaces of microwave ovens) (exterior surfaces of appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (mirrors).
- Effectively cleans (glass and other surfaces) (glass and other (household) surfaces) (countertops) (stovetops) (refrigerators) (microwave ovens) (appliances) (basins) (glazed ceramic tile) (stainless steel) (chrome fixtures) (Formica®) (glazed porcelain) (glass) (mirrors).
- Effectively cleans a wide range of surfaces
- Effectively cleans (and) (shines) (toilet) (glass) (counter) (sink) (sealed marble) (fixtures) (chrome) (glazed porcelain) (finished wood) (glazed ceramic tile) (sealed granite) (stovetops) (and more)(insert Locations – Table 3)
- (Effectively) removes (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Effective at removing (tough) (stains) (soils) (everyday) (soils) (stains) (dirt) (odors) (soap scum) (hard water) (lime scale) (calcium) (rust) (stains)
- Eliminates food odors left behind on surfaces
- Eliminates odors (as it cleans) (as you clean)
- Fast acting foam
- (Fast) (Acting) (Foam(ing)) (Formula) (starts to) (work(ing)) (clean(s)) (on contact) (begins to lift(ing)) (and) (penetrate(s)) (penetrating) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Fast acting foam (starts to clean) (starts cleaning) on contact

- Fast (and) (easy) cleaning solution (—) (one product for a variety of surfaces)
- Fast, (and) (easy) cleaning solution (— one product for a variety of (bathroom) (kitchen) (non-food contact) surfaces)
- Foam (penetrates) (reaches) (hard to reach places) (in nooks and crannies) for easy cleaning
- (Fast Acting) Foam (that) (clings) (and) (works) (starts (to) (work(ing))) (on contact)
- Foaming (action) (cleaner) (formula) (does the) (work) (for you)
- Foaming action (easily) (removes) (gets rid of) (hard water) (soap scum) (lime scale) (calcium) (rust) (stains) (dirt) (bathroom) (rings) (around) (in) (the) (shower)
- For a variety of (Bathroom) (Kitchen) surfaces
- For (daily) (everyday) (light-duty) (heavy duty) (kitchen) (bathroom) (cleaning) (everyday) (use) (!)
- For the entire (house) (bathroom)
- For (tough) (tougher) cleaning (!)
- For use on (household) (insert location – Table 3) surfaces
- For the entire business
- For use on business surfaces
- Fits in with your ((kitchen) (bathroom))(Office)(Family Room)(Den) (Car) (décor)
- For (daily) (everyday) (light-duty) (heavy duty) (touchup) (kitchen) (bathroom) (Office)(Family Room)(Den)(Car) (cleaning) (everyday) (use)
- For (daily) (everyday) (light-duty) (touchup) (bathroom) (kitchen) cleaning
- For everyday use (!)
- (For) (a) limited time only!
- For the dirt you can see and the (household) germs you can't
- (Freshens) (fragrance) (deodorizes) (and) (leaves your bathroom smelling fresh!)
- (Freshens) (fragrance) (deodorizes (and) leaves your (insert location – Table 3) smelling fresh!
- (Freshens) (fragrance) (deodorizes and) leaves your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (house) smelling fresh!
- (Freshens) (fragrance) deodorizes and leaves your (bathroom) (kitchen) (house) smelling fresh!
- From the makers of (*This Brand*)
- From the leaders in home cleaning
- (Lightly) cleans
- Good for (touch-ups) (cleaning)
- Great for (all around) (the) (house) (home) (kitchen) (bathroom).
- Great on surfaces such as: (Insert locations – Table 3)
- (Great) (Works) (Effective) on multiple surfaces!
- Great on glass!
- Great for (Spring) (Fall) (Everyday) Cleaning
- Guaranteed to clean or your money back (see back panel)
- (Handy) (Convenient) (Travel) (take along) (carry on) size
- (Has a) (Leaves a) (clean) (light) (airy) (mild) (fresh) (fragrance) (scent).
- (Heavy duty) (All Purpose) (cleaner)
- (Helps) Maintain a clean(er) home
- Helps prevent cross-contamination of (hard) (non-porous) surfaces
- (Helps) (prevent) (daily) (buildup) of soap scum
- (Hundreds) (Thousands) (of) microbubbles (that) (stay(s) where you spray) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)

- Improved scent deodorizes and leaves your (bathroom) (kitchen) (home) smelling fresh (!)
- Improved for (tough) (tougher) cleaning!
- Improved (design) (fragrances) (pump) (value) (dispensing)!
- Invisible cleaning barrier (for) (on) (insert locations – Table 3)
- Invisible cleaning barrier activated when surface is wet
- (Just) (only) pennies per (dispense) (pump)!
- (Keep(s)) (Keeping) your home (clean) (and) (tidy).
- (Kitchen) (Touch-up) (cleaning) (cleaner) (for) (insert locations – Table 3)
- (Leaves) No (less) (smeary) (filmy) (visible) (greasy) (gritty) (oily) residue
- Leaves (bathroom)(s) (your bathroom) clean and (shiny) (shining).
- Leaves (behind) a (brilliant) shine
- Leaves (a brilliant shine) (and) (has) (a fresh, clean scent).
- Leaves a (long lasting) (fresh) (clean) (scent) (fragrance).
- (Leaves a) (brilliant) Streak-free (shine) (!)
- (Leaves) (virtually) No (smeary) (filmy) residue.
- (Leaves) No (visible) (harmful chemical) residue.
- (Leave) (out) (set it) on countertop for (family to use) (guests)(when you need) (touch-ups) (a) (touch-up) (clean up)(s)
- Leave out of reach of children for (quick use) (when you need) (it) (touch-ups) (a) (touch-up) (clean ups)
- Leaves your (whole) (room) (home) (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (and) (smelling) (clean) (and) (fresh!)
- Less scrubbing required
- (Light) (Subtle) (pleasing) (fresh) (clean) fragrance
- Limited Edition (fragrance)
- Long lasting foam (that) (lifts) (and) (penetrates) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- Long-lasting foam (that) (stays where you spray)
- Makes your job easier.
- Makes (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) (cleaning) (clean-ups) (touch-up(s)) easy
- Makes cleaning (up) (messes) (easy) (and) (convenient)
- Makes (touching-up) (messes) (convenient)
- Makes your current cleanup (even) (more) (effective)
- Makes your (cleaning) (job) (life) (easy) (easier)
- Money back guarantee!
- More dispenses than Lysol® No-Touch Kitchen System
- Multiple cleaning tasks
- Multi-Surface or Multi-Task.
- (Multi-Surface) (Multi-Task) (Multi-Shine) (Multi-Purpose) (household) (cleaner).
- (Multi-Purpose) (Touch-up) cleaner for (bathroom(s)) (and) (kitchen(s)) (Office)(Family Room(s))(Den(s))(Car(s)) (sinks) (toilets) (mirrors) (countertops) (appliances) (floors) (as well as) (any) (other) (hard, non-porous surface)(s)
- New (and) (Improved)(!)
- New and Improved (Scent)(Fragrance)(Cleaning)
- No (abrasives) (or) (phosphates)
- No (harsh) (chemical) (smell) (formula) (fumes) (odor)

- No (visible) (oily) (harsh) (dull) (smeary) residue (or buildup)!
- No build-up or residue(!)
- No more digging through the (closet) (cupboard) (underneath) (the) (sink) (to find the right product)
- No need to rinse!
- No need to touch bottle (product)
- No-scratch formula
- No wasted (parts of) wipes
- Non-(abrasive) (corrosive) (formula)
- (Nothing) (cleans) (cuts) (shines) (kitchen)(s) (grease) (bathroom)(s) better (than) (tough cleaning)(This Product)
- (Now) The cleaning power of (*This Brand*) (comes) with the invigorating scent of (insert fragrance – Table 5)!
- Now With XX% More Cleaners!
- One wipe and (you are) (you're) done(!)
- (One) (convenient) solution for clean (insert locations – Table 3)
- Passes the finger swipe test! (No oily) (or greasy) (or dull) (or smeary) residue (!)
- (Penetrating) foam (easily) (powerfully) removes (tough) (stains) (such as) (soap scum) (hard water stains) (rust) (limescale) (calcium) (toothpaste) (dirt) (makeup) (lipstick) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (fingerprints) (and) (grime)!
- Penetrating foam works on contact
- (Picks up) (cleans up) bathroom (dirt) (and) (grime) (such as) (soap scum) (toothpaste) (hairspray) (shaving cream) (watermarks) (hair) (stubble) (mud) (smudges) (and) (or) (fingerprints)
- (Pleasant) (Fresh) (Clean) Scent!
- Pleasant fragrance (smell)
- Prevent(s) (little) (spills) (messes) from becoming (larger chores) (headaches) (LARGER MESSES) (tough cleaning jobs)
- Prevents daily buildup of soap scum
- Prevent(s) (small) messes from becoming (big) chores
- Perfect ingredient for your (home) (kitchen) (bath)
- (Product(s)) (ingredients) that perform
- Power(s) (through) (thru) tough (grime) (!) (.)
- Powerful (cleaner) (spray)
- Powerfully removes (tough) (dirt) (and) (grime) (soap scum) (hard water stains) (lime scale) (rust) (calcium) (deposits)
- (Easy) (bathroom) (kitchen) (fast) (convenient) (versatile) (clean-ups) (touch-ups)
- Touch up (cleaning) with (great) (special) (seasonal) (fragrance) (insert fragrance – Table 5)
- (Easy) (bathroom) (kitchen) (clean-ups) (touch-ups)
- Touch up your home with (new) (great) (Spring) (Winter) (Seasonal) fragrances!
- (Effortlessly) removes grime
- (Ready) (at) (hand)
- Reduce(s) the frequency of deep clean(s)(ing) (occasions)
- Removes (food) stains
- Removes odors
- Removes (gets rid of) (kills) (XX%) of soap scum
- Removes (stains) (buildup) from (insert locations – table 3)

- Removes (soap scum) (and) (hard water) (spots) (stains) (or) (hard water deposits) (in the bathroom) (around the sink) (on the bathroom counter) (in showers and tubs) (and) (from faucets)
- S.C. Johnson has a cleaning solution for every room in your home
- Saves (you) (time) (and) (effort)
- Simple (and) (easy) to use!
- (Simple) (Easy) Streak-free shine (on) (all) (around) (hard) (non-porous) (surfaces) (insert Locations – Table 3) (everyday)
- (Simple) (Easy) (Streak-free shine) on (all) (hard non-porous) non-food contact kitchen surfaces
- Simply dab, wipe and (flush) (throw) away.
- Simply touch (dab) and (&) go!
- Specially formulated for a variety of surfaces
- Specially formulated for use in the (bathroom) (and) (kitchen)
- Stay on top of your (little) (smaller) (messes) (cleaning)
- Stays where you spray (!)
- Streak-Free (Shine) (Clean) (!)
- Streamline(s) your cleaning process
- Such tough cleaning (that) (yet) it doesn't leave (a) (an) (oily) – (or) – (greasy) – (or) – (smeary) residue!
- Such tough cleaning that it leaves no (smeary) residue behind!
- Tackle your (toughest) (bathroom) (kitchen) cleaning needs(!)
- The convenient way to keep your (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) looking “just cleaned” (!)
- The (fastest) (easiest) (most convenient) way to (clean-up) (Touch-up) (everyday) (little) (messes)
- The (fastest) (easiest) way to clean your (house) (insert locations – Table 3)
- The (fastest) (easiest) way to clean your (house) (bathroom) (kitchen) (insert locations – Table 3)
- The (new) (modern) way to clean (!)
- The right cleaner (at the right time) (right) (when) (where) you need it) (every time) (always)
- (This Brand) (insert locations- Table 3) (Multi-Purpose) (Cleaner)
- (*This Product*) effectively removes everyday soils on (countertops) (stovetops) (sinks) (refrigerators) (microwave ovens) (appliances) (basins) (showers) (tubs) (stainless steel) (chrome fixtures) (glazed ceramic tile) (Formica[®]) (glazed porcelain) (fiberglass) (glass) (and) (mirrors). All it leaves behind is a (beautiful) (.) (sparkling) (streak-free) (*This Brand*) shine.
- (Total) (kitchen) (and) (bathroom) solution(s)
- Touch-up (now) so you (do not) (don't) have to clean up (later)
- (Tough enough for) the (high traffic) (“high touch” (heavily touched) (frequently used) (frequently touched) (items) (areas) in your home
- Tough cleaning (formula) (with a fresh scent)!
- (Tough) cleaning never smelled so good
- (Tough) (touch-up) cleaning made easy!
- (Tough) cleaning for the (entire) (insert locations – Table 3) (!)
- Touch-up cleaner
- (Touch up) (cleaning) has never been (faster) (easier) (more convenient)
- (Tough) (Touch-up) cleaning without the oily –or- greasy –or- dull – or-smeary residue!

- Tough cleaning formula wipes out (dirt) (and) (grease) (and grime) (and leaves a fresh clean scent)!
- Tough (touch-up) cleaning made easy (without the residue)!
- Tough (Tougher) on (grease) (and) (grime)(!)
- Tough new formula cleans (in the house) (and) (including) (exterior surfaces) (!) (.)
- Ultra cling formula stays where you spray
- Use in the kitchen, bathroom and (throughout) (all around) (the whole house) (your home) (your house)
- Use (on) (throughout) (everywhere in) (all around) (the) (your) (whole) (home) (house) (locations from Table 3) (!)
- (Use on) (for) (toilet)(s) (sink)(s) ((vanity)(ies)) (and) (cabinets) (countertops) (cooktops) (and) (counter) (appliances) (bathroom) (surfaces)
- (Use) (on non food contact kitchen surfaces) (all around the) (around) (kitchen) (bathroom) (cleaning) (everyday) (use) (light) (cleans)
- Use (with) (toilet) (paper) (bath) (tissue) (facial) (tissue) (paper) (towel) (or) (a) (clean sponge) (or) (rag) (or) (other cleaning material of your choice) (and) (flush) (throw)(away) (when) (finished) (done)
- Use as (much) (or) (as little) (as you need) to clean up (wipe up)
- Use on (bathroom) (kitchen) (Office)(Family Room)(Den)(Car) surfaces
- Versatile cleaner (can be used) (throughout) (all around) (the whole house) (your home) (your house)
- Virtually no scrubbing required
- We work hard so you don't have to!®
- Wipes away (nasty) (filthy) (bathroom) messes
- Wipes out tough grime (and leaves a fresh clean scent)(and household germs)!
- With (the) (refreshing) (invigorating) ((insert fragrance – Table 5) scent) (of) Glade®
- Won't (will not) harm septic (systems) (tanks)
- Won't (will not) harm (most) (all) surfaces
- Won't scratch surfaces
- You can see and hear the Bubbles working (!)

TABLE 3- LOCATIONS

[Note to Reviewer: Multiple locations/surfaces can be chosen and used in any order from Table. In the case where one or more location/surfaces is chosen, an “and” “&” “or” may be used to link the locations/surfaces.]

PLACES

- Airplane(s) (travel)
- Automotive (Repair) (Shop(s))
- Barber Shops (and) (Salons)
- Bed and Breakfast (Inns)
- Boat(s)
- Bus(es)
- Car(s)
- Concession Stands
- Contractor Shops
- Convenience Store(s)
- Churches (Synagogues)
- Cruise Ship(s)
- Daycare (Centers) (Facilities)
- Dormitories
- Dorm(s)
- Home(s)
- Home and (Small) Business(s)
- Hotel(s) (Motel(s))
- Household(s)
- Janitorial Services
- Maintenance Shop(s)
- Mobile home(s)
- (Professional) Office(s)
- Pet Store(s)
- Restaurant(s)
- Retail Store(s)
- School(s)
- Store(s)
- Vacation Home(s)

ROOMS/AREAS:

- (Baby) Nurseries
- Bathroom(s)
- Bedroom(s)
- Dens
- Dining (room(s)) (areas)
- Family Room(s)
- Garage(s)
- Garage Storage Areas
- Kitchen(s)
- Laundry Rooms

- Living room(s)
- Mudrooms
- Pet area(s)
- Play (areas) (rooms)
- Restroom(s)

ITEMS:

- Artificial plants
- Automobile interior(s) (dashboards) (seats) (windows) (windshield)
- Bathroom surfaces
- Bathtub(s)
- Bedframe(s)
- Bicycle(s)
- Bike(s)
- Blinds
- Bookcase(s)
- Booster chairs
- Baseboard(s) (Molding) (Trim)
- Basins
- Behind (and under) sinks
- Cabinet handles
- Cabinets
- Campers
- Ceiling Fans
- Cell phones
- Changing tables
- China knickknacks
- China Cabinet
- Clock
- Collectibles and Knick Knacks
- Computer(s) (screen(s)) (keyboard(s))
- (Bathroom) (Kitchen) (Office) (Counter) (Countertops)
- Cribs
- Cupboards
- Curio Cabinet(s)
- Desktops
- Diaper pails
- Diaper changing tables
- Dining room table (and chairs)
- Doorknob(s)
- (closet) (entrance) (glass) Doors
- Dresser(s)
- (Personal) (Home) Electronics
- Elevators
- Exercise equipment

- Exterior Surfaces {choose from list that follows:} (of) (small) ((kitchen) appliance(s)) (such as) cooktop(s), dishwasher(s), freezer(s), microwaves, microwave oven(s), oven(s) (doors), range(s) (hoods)(tops), refrigerator(s), stovetops, toasters, (and) (even) ((BBQ) (use when surface is cool))
- Faucets
- Fixtures
- (linoleum) (no-wax) (vinyl) Floors
- Footboards
- (outdoor) (plastic) (patio) Furniture
- Garbage cans
- Glass (Patio) Doors
- Glazed (bathroom) (ceramic) (kitchen) tiles
- Glazed porcelain surfaces
- Grocery carts
- Handrails
- Headboards
- High chairs
- High traffic surfaces
- Hubcaps
- Keyboards
- Lamp(s)
- Lap tops
- Light Fixtures
- Light Switches
- Mirror(s)
- Nightstand(s)
- Paned Window(s)
- Piano(s)
- (Picture(s)) (Frames)
- Range (hood(s)) (top(s))
- Recycling bins
- Remote controls
- Sealed (fiberglass) tub(s) (or) (shower surrounds) (and) (sinks)
- Shelves
- Shower(s) (doors) (stalls)
- Shower Head(s)
- Sink(s)
- (kitchen) (bathroom) Sink(s)
- Small appliances
- Telephone(s)
- Glazed (ceramic) Tile
- Tire(s)
- Toilet(s)
- Toilet(s) (handle(s)) (seat(s)) (rim(s)) (tank(s)) (exterior(s))
- (around) toilet areas
- ((glazed) (ceramic)) Tub(s)

- Vanity (Vanities)
- Vinyl siding
- Wall(s)
- Washing machines
- (Stained Glass) Window(s)
- Window(s) (Ledges) (Blinds)

SURFACES:

- Sealed, glazed, or non-porous acrylic
- Aluminum
- (Baked) enamel
- Brass
- Bronze
- Chrome
- Sealed, glazed, or non-porous ceramic (tile)
- Corian^{®**} (*is trademark owned by E.I. du Pont de Nemours and Company)
- Formica^{®**} (*is trademark owned by The Diller Corporation)
- Fiberglass
- Finished polyurethane
- Finished wood
- (Tempered) Glass
- Glazed ceramic (tile(s))
- Glazed (porcelain) (enamel) (kitchen) (bathroom) (tile(s)) (surfaces)
- Laminated surfaces
- Laminate
- Laminate(d) Wood
- Metal
- Mirror
- (Brushed) Nickel
- Pergo^{®**} (laminate)(hardwood) surfaces (*is trademark owned by Pergo AG)
- Plastic (ABS) (abs)
- Polystyrene
- Glazed porcelain
- (Glazed) porcelain enamel
- (Sealed) cement
- (Sealed) granite
- (Sealed) grout
- (Sealed) fiberglass
- (Sealed) marble
- (Sealed) synthetic marble
- (Sealed) natural stone
- (Sealed) Quartz
- Stainless steel

- Steel (surfaces)
- Stone (surfaces)
- Vinyl (curtain(s)) (tile)
- (Wood) (no-wax) (glazed ceramic tile) (asphalt tile) (linoleum) (vinyl) (laminate) ((sealed masonry) (flagstone) (stone) (slate) (cork) (Terrazzo)) floors

((Do not use on) (Not recommend for use on) (acrylic,) (brass,) (natural) (marble,) (or) ((finished) (varnished) wood,) (painted or worn surfaces)) (insert surfaces – Table 3).) (Spot test all other surfaces (in an inconspicuous area)). (Unplug electrical appliances before using - or - spraying.)

TABLE 4: PACKAGING CLAIMS

- (By) (From the makers of) (this product) (*brand*)
- Better Value
- Big (Job) Size
- Bigger Size
- Bigger Size (package) (can)
- Bonus Pack
- (Bonus) (Club) (Multi-) (Special) (Mega) (Value) Pack
- Combo Pack
- Commercial (Pack) (Size)
- Economy Size
- Economic Refill
- Fast, easy cleaning solution – one product for a variety of surfaces
- Foaming trigger(!)
- For limited time only!
- Gallon size(!)
- Guaranteed to clean or your money back (see back panel)
- (Improved) (Fragrance) (Scent) (!)
- Industrial (Pack) (Size)
- Institutional Size
- Mega (Pack) (Size)
- (More) (focused) (accurate)(application).
- New!
- (New) (Better) (and) (&) (Improved) (Scent!) (Formula) (Fragrance) (Trigger(!)) (Bottle)
- (New) (Big) XXX oz. (Size)
- New (and) (&) (Improved) Sprayer
- (New) Patented (Cleaning) Technology/Formula Trial Size (Available)
- (Handy) Travel Size (Available)
- Recyclable container
- (Trial) (Value) (Pack) (Size)
- Twin Pack
- X% (More) Free
- X oz (More) Free
- X oz at the X oz price
- Bottle made of (X%) post-consumer recycled plastic

TABLE 5: FRAGRANCE CLAIMS

(Note: Can stand alone or be combined with the Glade® brand name.)

- Airy Sky
- Angel Whispers®
- (Apple)(Citrus)(Lemon)(Lime)(Orange)
- (Apple)(Citrus)(Lemon)(Lime)(Orange) Muscle
- Aqua (Breeze)(Clean)(Cool)(Fizz)(Fresh)(Rain)(Splash)
- Babbling Brook
- (Blue)(Clean)(Cool)(Calm)(Rain)(Sky)(Soft)(Spring)(Tender)(Water) Breeze
- (Blue)(Cool)(Soft) Rain
- Breezy Marine
- Brilliant Budding Blossoms
- Brilliant Citrus Sun
- Calm (Breeze)(Rain)(Stream)(Water(s))
- (Blue)(Fresh)(Pure)(Purely) Calm
- Calm Springs™
- Cashmere Woods™
- Citrus (Action)(Authority)(Blossom)(Clean)(Fresh)(Scent)
- (Citrus) (Lemon)(Orange) Action
- (Blue)(Clear) Sky
- (Blue)(Bright)(Calm)(Fresh)(Refreshing)(Shimmering)(Sparkling) Water(s)
- Clear Springs™
- Clean (&) (Champagne)(Citrus)(Cotton)(Breeze)(Fresh)(Linen & Sunny Days)(Shine)
- Cool (Aqua)(Breeze)(Ocean)(Rain)(Willow)
- Cotton & Italian Mandarin
- Country Garden®
- Crisp Waters®
- (Cool)(Crystal)(Fresh)(Sheer)(Sparkling)(Sunrise)(Tranquil) Citrus
- Crystal Rain
- Electrifying (Citrus)(Orange)
- Exhilarating Orange
- Exotic
- Extra Bold Lemon
- Fierce Orange Force
- Floral
- Foaming Fresh
- Fresh (Air)(Berries) (Breeze) (Bubbling Spring(s))(Citrus)(Clean) (Cotton) (Laundry) (Linen) (Marine) (Mountain Morning) (Ocean) (Rain) (Scent)(Stream)(Waters)
- Fruit (&) (Citrus)
- Glistening (Citrus)(Grapefruit)(Green Apple)(Lemon)(Lime)(Ocean)(Orange) (Pine)(Pool)(Snow)(Stream)
- Green Apple
- Hawaiian Breeze®
- Hawaiian Breeze® & Vanilla Passion Fruit
- Herbal
- Herbal Mist®

- Intense Citrus (Force)
- (Invigorating) Clean Citrus
- Island Escape[®]
- Jasmine and White Rose
- (Juicy) (Glistening) (Brilliant) (Pure) (Crisp) (Sparkling) (fresh) (Sweet) (invigorating) (pink) (California) (Grapefruit) (spumante) (twist) (Twinkling)(Splash) (zest) (bubbling)(Florida (Bright (Effervescent) (Lemon) (Lime) (Citrus) (Tangerine) (Mandarin) (Clementine) (Orange) (Blossom) (Fizz) (Tingle) (Twist)
- Lavender
- Lavender (and) (&) Peach Blossom
- Lavender
- Lavender (&)(and) Meadow
- Lemon Limelight
- Lemon Power[®]
- Lemon (Scent) (Limelight)
- Light (Fresh)
- Lightening Fresh Lime
- Magic Meadow(s)
- Marine Breeze
- Misty Meadow
- Ocean Blue[™]
- Ocean Blue & Refreshing Surf[™]
- Ocean (Breeze) (Fresh) (Oasis)
- Orange Action[™]
- Orange (Blossom)(Clean)(Grove)(Peel)(Sunrise)(Fragrance)
- Passionfruit
- Pineapple & Mangosteen
- Power (Lemon Power)(Orange Power)(Citrus Power)
- Powerful Passionfruit
- Pure (Air)(Calm)
- Rainshower
- Refreshing (Aqua)(Oasis)(Ocean)(Water(s))
- Rippling Pool
- Sapphire Champagne
- Sea Breeze
- Seasonal
- Shimmering (Spruce)(Water)
- Soft (Breeze)(Rain)
- Spa Oasis
- Sparkling (Fresh)(Lemon)(Lime)(Ocean)(Orange)(Raindrops)(Spring)
- Sparkling (Fresh)(Sweet)(invigorating) (Citrus) (Twist) (Splash)
- (Calm) (Glistening) (Trickling) Stream
- Spring Breeze
- Sun Garden
- Sunny Days
- Tangerine Fizz
- Tender Breeze

- Tranquil (Breeze)(Oasis)(Ocean)(Sea)
- (Trickling)(Twinkling) Stream
- Ultra (Citrus)(Lemon)(Lime)(Orange)
- Ultra (Citrus)(Lemon)(Lime)(Orange) Power
- Uplifting Green Apple
- Unscented
- Vinegar
- Woody

TABLE 6 – MISC MARKETING CLAIMS

- Ammonia free (!)
- Available in (new) (limited edition) (Spring) (Fall) (Winter) (Seasonal) fragrances!
- Available in (new) (limited edition) (variety of) (appealing) (designs)
- Does not contain bleach
- Bleach-free (!)
- (By) (From the makers of) (*This Brand*)
- (By) (From the makers of) (this product)
- Contains no abrasives, (harsh acids) (or bleach)
- Contains no (Chlorine) (Bleach) (or) phosphates
- (Contains) (no) (phosphates) (bleach)
- (Contains) no phosphorus
- (Contains) no (chlorine) bleach
- (Contains *or* Leaves) no (harsh) (harmful) (lingering) chemicals
- (Fragrance) (insert fragrance – Table 5) (plus!) (+)
- For old or worn surfaces, test on a small area before use
- Great (insert fragrance – Table 5) (scent) (!)
- Higher fragrance load!
- If streaking is observed, wipe with a clean damp rag or lint-free cloth
- Money back guarantee!
- (No) (Non-(chlorine)) (bleach)
- No harsh fumes.
- No harsh (bleach) (alcohol) (chlorine) smell
- Non-abrasive formula.
- Patented formula
- Peel Off
- Recommended for use on (sealed hard surfaces) (hard, non-porous surfaces). When in doubt, spot test on an inconspicuous area (of the surface).
- Scratch 'n Sniff
- Smell (Sniff) Here
- With a bleach-free formula
- With a pleasant fragrance
- Won't scratch (fiberglass) (surfaces)
- (Won't) (Will not) harm septic (systems) (tanks)

[SECTION 6: MISC]

EPA Reg. No. 4822-XXX
EPA Est. No.

Batch Code:

(US) Patent XXXXX
Patent Pending

Questions? Comments? Call 800-558-5252 or Write Helen Johnson
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S.C. Johnson A Family Company

[SECTION 7: GRAPHICS:]

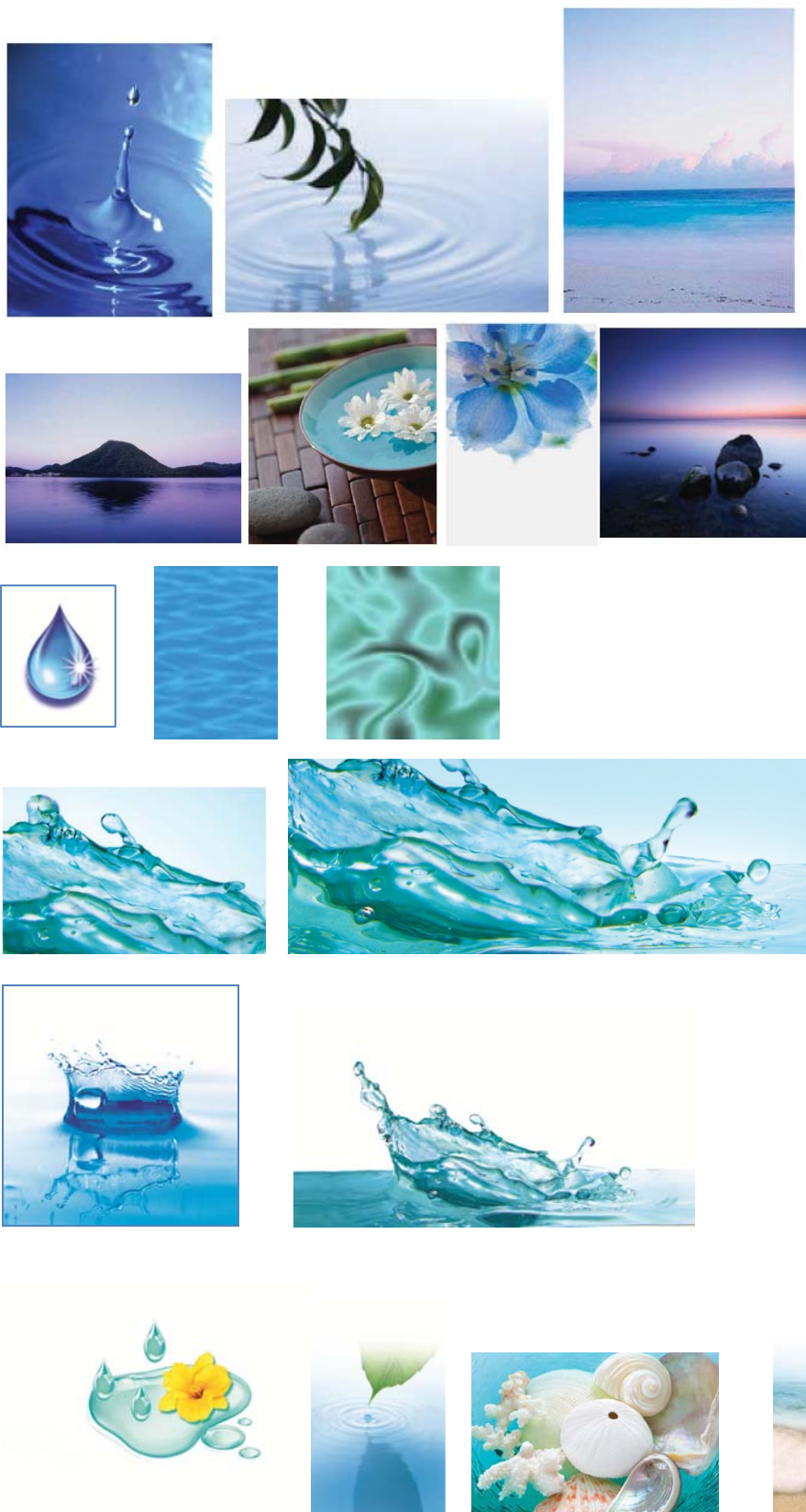
Representative Location Graphics (including kosher):





Graphics for Fragrance Descriptions:







EPA TRANSMITTAL DOCUMENT

SUBMISSION DATED: 7/10/2014

STUDY SUBMITTER: **S. C. Johnson & Son Inc.**
1525 Howe Street
Racine, WI 53403

SUBMITTED IN
SUPPORT OF: **GURNEY**

EPA REGISTRATION
NO.: **4822 - ____**

REGULATORY ACTION: **Application for Pesticide Registration**

STUDIES SUBMITTED:

STUDY VOLUME 1 of 1: **Virucidal Efficacy of a Disinfectant for Use on Inanimate Environmental Surfaces** (August 15, 2013) by Mary J. Miller, ATS Labs; Project No. A15333; 27 pages.

US EPA Guideline: 810.2200

MRID Number: 49407601

COMPANY CONTACT: **Ana Rodriguez-Koster**
Lewis & Harrison, LLC
122 C Street NW, Suite 505
Washington, DC 20001
(202) 393-3903 x.17



LEWIS & HARRISON

Consultants in Government Affairs

122 C Street, N.W., Suite 505
Washington, D.C. 20001

telephone 202.393.3903
fax 202.393.3906

June 16, 2014

VIA FEDERAL EXPRESS

U.S. Bank
Government Lock Box 979074
1005 Convention Plaza
SL-MO-C2-GL
St. Louis, MO 63197

ATTENTION: EPA Module Supervisor

Dear Module Supervisor:

Enclosed is the payment for the application of the following four (4) new product registrations that will be submitted to the Agency:

1. FANGIO (EPA Reg. No. 4822-____)
2. STEWART (EPA Reg. No. 4822-____)
3. LAUDA (EPA Reg. No. 4822-____)
4. GURNEY (EPA Reg. No. 4822-____)

The payment for each of these applications is \$1,737.00 per PRIA II Action Code A531.

Please record this as being paid and contact me at 202-393-3903 ext. 17 or by email at alkoster@lewisharrison.com if there are any questions.

Sincerely,



Ana Rodriguez-Koster
Agent for,
S. C. Johnson & Son Inc.

WELLS FARGO BANK
68-54/514

032709

LEWIS & HARRISON, LLC
122 C STREET, N.W., SUITE 505
WASHINGTON, DC 20001

6/11/2014

Pay to the
Order of U.S. Environmental Protection Agency

\$**6,948.00

Six Thousand Nine Hundred Forty-Eight and 00/100*****

Dollars

For

A531, (EPA Co No. 4822). - 4 products SCJ



⑈032709⑈ ⑈051400549⑈

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U.S. Environmental Protection Agency

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6,948.00

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6,948.00

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U.S. Environmental Protection Agency

6/11/2014

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